

[Home](#) > [About Us](#) > [Collaborations](#) > [Frosted Pink with A Twist](#)

Printed January 31, 2015 from <http://www.cancer.net/about-us/collaborations/champions-against-cancer/frosted-pink-twist>

## Frosted Pink with A Twist [1]



[2]

*Watch olympic champion Mary Lou Retton speak about Frosted Pink with a Twist.*

The American Society of Clinical Oncology (ASCO) joined forces with five other national cancer organizations in a landmark television event and multimedia education campaign—*Frosted Pink with a Twist*—that focused on educating viewers about cancers that primarily affect women, such as cervical, endometrial, ovarian, vaginal, and vulvar cancers. The initiative sought to communicate an important message to all American women: *be your own best advocate by learning as much as you can about cancer.*

Cancer.Net was the official clinical cancer information resource for *Frosted Pink with a Twist*.



Olympic champion Mary Lou Retton and ASCO President Nancy Davidson, MD, participate in a press conference at the 44th ASCO Annual Meeting. The press conference highlighted *Frosted Pink with a Twist*.



Olympic champion Mary Lou Retton and ASCO Chief Executive Officer Allen Lichter, MD, pose for pictures at the 44th ASCO Annual Meeting.

### **All-Star Gymnastic Lineup**

*Frosted Pink with a Twist* was broadcast on ABC and co-hosted by Shannon Miller and Scott Hamilton. It featured Olympic gold medalists Shawn Johnson and Nastia Liukin, as well other stars of men's and women's U.S. Olympic gymnastics teams. Along with the champion gymnasts, icons of song performed, making it a historical evening of sports, entertainment, and health awareness.

## **For More Information**

[Breast Cancer](#) [3]

[Cervical Cancer](#) [4]

[Ovarian Cancer](#) [5]

[Uterine Cancer](#) [6]

[Vaginal Cancer](#) [7]

[Vulvar Cancer](#) [8]

[Overview of Cancer Advocacy](#) [9]

## **Founding partners of Frosted Pink with A Twist:**

[The Gynecologic Cancer Foundation \(GCF\)](#) [10]

[The National Coalition for Cancer Survivorship \(NCCS\)](#) [11]

[National Breast Cancer Coalition](#) [12]

[The Ovarian Cancer National Alliance's \(OCNA\)](#) [13]

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## **Links:**

[1] <http://www.cancer.net/about-us/collaborations/champions-against-cancer/frosted-pink-twist>

[2] <http://www.frostedpink.org>

[3] <http://www.cancer.net/node/18618>

[4] <http://www.cancer.net/node/18674>

[5] <http://www.cancer.net/node/19481>

[6] <http://www.cancer.net/node/19308>

[7] <http://www.cancer.net/node/19699>

[8] <http://www.cancer.net/node/19713>

[9] <http://www.cancer.net/node/24850>

[10] <http://www.thegcf.org>

[11] <http://www.canceradvocacy.org>

[12] <http://www.stopbreastcancer.org>

[13] <http://www.ovariancancer.org>