

Bay Area Entrepreneur Swims to Promote Cancer Awareness

Shonda Scott's Pink Access Foundation raises funds to fight cancer in disadvantaged communities

"Swimming and giving back to the community are my passions so Swim-A-Mile for Women with Cancer is the ideal way for me to give back." - Shonda Scott, CEO, 360 Total Concept

On October 6, 2012, the Oakland-based media entrepreneur is leading her Pink Access Foundation team in the Swim-A-Mile for Women with Cancer fundraiser. When Scott founded the Pink Access Foundation in 2011, she created Team PinkAccess to participate in this event. Television news anchor Frank Somerville is the Team PinkAccess honorary head coach.

Swim-A-Mile for Women with Cancer is a fun, non-competitive fundraising event for all ages and abilities that benefits the [Women's Cancer Resource Center in Oakland](#). More than 600 men, women and children will participate by swimming to honor the memory of loved ones who have been impacted by cancer. Scott began participating in the Swim-A-Mile event years ago to honor the memory of a close cousin who died of breast cancer in 1996 when they were both just 29 years old. Scott decided to celebrate her 7th year of participating in the swim event by hosting a team through her Pink Access Foundation. In addition to the Women's Cancer Resource Center, The Pink Access Foundation makes grants to Carrie's Touch, a Sacramento-based organization, and True Vine Ministries, which has a Cancer Support Ministry.

"The goal of the Pink Access Foundation is to be a blessing to others, especially those in disadvantaged communities. We build lasting community partnerships and engage those who may not often get involved in a way that creatively awakens them to be more aware and educated on cancer and its impact on our community." – Shonda Scott