



pink ladies

DART LEAGUE

Pink Ladies Newsletter

APRIL MAY JUNE 2016



Letter from the editor: I start this newsletter with a heavy heart. One of our own Pink Ladies has passed. Shelli Swenson Larsen (39) was laid to rest on Jan 15th, 2016. I attended the funeral and seen 30 Pink Ladies there as Honorary Pallbearers. I was sad that we lost a member but proud of the Pink Ladies for being there. Shelli left behind a husband and 2 children, a boy 9 and a girl 6. Bottoms Up Pink Ladies released pink and blue balloons when the casket was placed into the funeral coach, Pink balloons to show the support from Pink Ladies and blue balloons for colon cancer. I watched the balloons take flight and they headed directly for Shelli's resting place in Valley Springs. This was the most difficult time I have had as a Pink League coordinator. Pink Ladies was created to support those fighting cancer not saying good bye to one of our own. This was the first Pink Lady laid to rest I want it to be the last. I am proud of all of you and humbled to be associated with you. Randy

God saw you getting tired
And a cure was not to be
So he put his arm around you
And whispered "Come to me"
With tearful eyes we watched you
As you slowly slipped away
And though we loved you dearly
We couldn't make you stay
Your golden heart stopped beating
Your tired hands put to rest
God broke our hearts to prove to us
He only takes the best.





Denise Brooks Ft Randall
Pink Ladies. A cancer
fighter to the core.

2016 State Pink Tournament
Brookings Swiftel Center
October 7th, 8th and 9th.
6 weeks and 30 games of Pink
League needed to enter

Pink Ladies Spotlight:

Denise Brooks, Lake Andes SD, wife, mother, grandmother.

You retired Dec. 31st how is retirement treating you? GREAT! I have been watching the grandkids and doing what I want.

How are you feeling? Good, it is a day to day thing.

How long have you been fighting cancer? 30 years. I have been officially diagnosed with cancer 3 times, and 2 times a pre-cancer scare. I have tested positive with the Bracca2 gene, that means every female part of me has had cancer along with lung, arm and leg. When they told me I had lung cancer they gave me 3 months to live, that was a long time ago. With a chuckle she said I also have congestive heart failure but chemo blessed me with that in the beginning.

How long have you played darts? Since the beginning, 1985.

Any family members play darts? My husband, sister, brother, daughters and nieces.

When did you start playing Pink Ladies? 2013, Britt Bruner (D&E) told me we have new Pink leagues forming, there is a state Pink tournament in October but there isn't enough time to get a Lake Andes league formed and get the weeks in to be qualified so we will get you girls started later. The next week I called Britt and said we are formed and ready to roll. It wasn't as easy as it sounds because I don't deal with other women as well as men. My personality doesn't fit them, I have a fine line between facts and bullshit and I am not afraid to tell you! However I could tell this was going to be a good thing and I wanted to be a part of it.

So you have already answered my next question: why did you join Pink Ladies Dart League? No I didn't, there was a need in Lake Andes, we weren't covered by the cancer fund like everyone else was in Charles Mix county. So I told the girls we need to do this for us and our town, it was a no brainer!

Have you promoted Pink or recruited more girls to play? YES! We have influenced more girls to play and be a part of it.

What has Pink done for you? Self worth and satisfaction. To be a part of this league makes me happy.

What is your favorite part of being a Pink Lady? The camaraderie, being one of them, getting everyone together, the satisfaction you get when helping someone who didn't see it coming. Most of all the Pink Ladies State Tournament, it is the best tournament of the year for me, I get to be with other girls who help others and cancer survivors, that's my thing.

Last words of wisdom or advice for Pink Ladies? JOIN PINK LEAGUES! It will be the time of your life, league is a laugh fest!

Enjoy every bit of it that you can.

Editors note: I have known Denise and her family for years, she is a sweetheart and a great woman. She is a fighter because her mother raised her that way. I personally wouldn't cross her or her sister unless their mother was on my side and that would be a gamble. I didn't document all of the surgeries and chemo rounds this woman has weathered or what she has had removed from her body, that is for you to talk to her about when you see her in October. Her story is amazing! Cancer didn't realize who it was up against when it picked a fight with this girl! Thank you Denise for sharing your story, you are an amazing woman.

New Ideas? New promotions? Better way to get Pink in the public eye? Email your ideas to me and I will publish them in the next newsletter!
mrpink@mgoil.com

JJ Benji's in Yankton has a web site designed for anyone to order anything from the Pink Ladies design. Click on the Pink button at jjbenji.com and it will take you to the web page.

If you want to order in quantity please call him.

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General Information: jeff@jjbenji.com

Sales: jeff@jjbenji.com

Art Department: artjjbenji@vastbb.net



This is a neon that Budweiser has designed for us. I expect the prototype any day now.

The starting cost is around \$430. however if we order in quantity the freight will get better so cost will go down a little. If this isn't your beer choice I have a friend at Coors looking into making one too. I will keep you posted.

As Pink Ladies has graduated in numbers there have been a few questions, concerns, complaints and compliments. So here are a few things to open some doors and minds.

Pink Ladies started in Yankton SD, not any other state or city in SD.

100% of Pink Ladies money goes to help local people fight against cancer, no administration fees for pink to take out, no payback per dart player to subtract, no fee to pay to be a recipient from Pink Ladies.

YES your operator pays a fee or donates to your State Pink Tournament, however the operator does not ask for your league to pay them back.

YES each Pink league is independent, some have a 501c3 that allows them to be a non profit, this also allows for tax deductible donations from large sponsors.

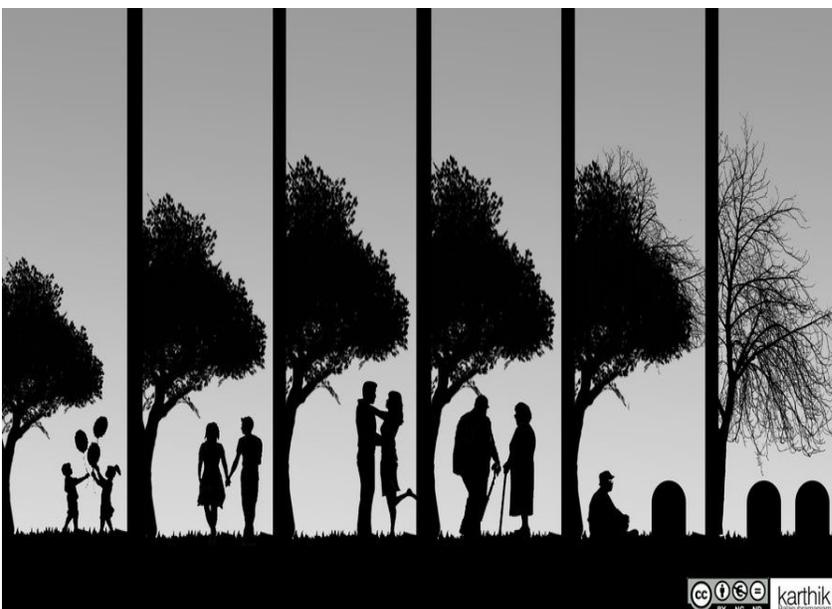
NO ONE owns Pink Ladies leagues, the leagues are certified under your operator who is a charter holder with the NDA (this is an expense for them not you)

Each league is designed a little different for donations. This is where your committee is to help everyone decide your donation process.

One thing I have noticed with numerous leagues in the past is one or two of the committee members start making decisions without asking the other girls. Then there is arguing, back stabbing, threats, players dropping out. This is not what the league was designed to do! Talk, debate, discuss, deal with every issue as a team. You are your own business, you are all independent women! Every decision should be voted on as a team not by one or two of you.

If you have questions email me mrpink@mgoil.com

Remember we are all in this together. We are here for a cause, not to see who raises more money or to be so competitive that your league is miserable. No one raises the thousands of dollars you have donated by themselves either. "NO ONE FIGHTS ALONE"



From the beginning to the end!