Shango Premium Cannabis Goes Pink for Breast Friends

Two Shango dispensaries join forces to assist breast cancer victims with pink merchandise sales generating donation of $4,935

PORTLAND, Ore. (PRWEB) November 20, 2018 -- Breast Friends founder Becky Olson was extremely pleased with her fundraising for Breast Cancer Awareness Month, particularly with the $4,935 donation from two Shango dispensaries. But the trend she has seen in the reduction of individual donations has her worried about the future of her group as well as other small charities.

Olson said she still hopes to surpass her goal of $30,000 for the month, but the change in federal income tax laws has put her breast cancer support group based in Tigard in jeopardy. Olson believes the change in the standard deduction that doubled individual standard deductions to $24,000 has made giving to charities no longer attractive for many individual filers.

“This has been an interesting year with the new changes in the tax laws,” Breast Friends founder Becky Olson said. “A lot of people don’t need to give because their standard deduction is higher. There are some people who still give who are supportive of the cause, but there are a lot of nonprofits that are feeling the pinch from those who aren’t.”

Shango Premium Cannabis dispensaries and Breast Friends teamed up for the second year of pink merchandise created to aid cancer patients.

“This has been a gratifying opportunity for Shango to be able to help out a charity with the foresight to recognize the potential benefits of medical cannabis for both pre- and post-surgery situations.” said Julie Dubocq, Controller at Shango. “We admire their courage.”

Shango offered pink-accented shirts, stickers, pins and vape batteries and chargers to raise funds for support services that include giving hats to women who suffer hair loss during treatment.

“We give funny hats to our patients who go through chemo and have hair loss,” Olson said. “Treatment is very emotional and a hit to their sensuality. The hats help them laugh at a critical time.”

After being spurned last year by three national breast cancer charities, the owners of Shango Portland dispensaries turned to Breast Friends, a smaller national group based in Tigard. The results of the partnership with Shango thus far have been positive for Olson’s group, which took a chance on the stigma that often assails cannabis users.

“Breast cancer doesn’t discriminate and neither do we,” is the mantra Olson holds.

Shango Portland owners joined 150 attendees at the annual banquet held recently, sponsored by Olive Garden.

“That was incredible,” Olson said of the Shango Portland check presentation. “That was a really, really big check for a really, really big donation. I can’t tell you how much we appreciate what Shango has done for us. You are amazing.”
Breast Friends believes that no woman should go through the cancer experience alone. Unfortunately, it happens. Women with friends and family nearby often fail to receive the kind of emotional, spiritual or physical support they need. Breast Friends programs are designed to ensure proper support is given and received. Statistics show every woman in America will be touched by breast cancer or other women’s cancers in her lifetime. One in eight women will be diagnosed, and the other seven will know her. The Breast Friends goal is to reach the seven in order to help the one.

“If you want to do something to help breast cancer, we should look everywhere,” Olson said. “We’re happy to be partners with Shango and we’re glad this is an ongoing relationship.”

Battling cancer for the fourth time, Olson decided to give CBD lotion, derived from cannabis extractions, a try.

“I never thought about cannabis as a serious solution until I asked my oncologist. My doctor is supportive of it. He said ‘anything that is natural and helps I am supportive of.’ He told me to go and find a product that works. I love my doctor’s approach, and the fact that he put natural and cannabis in the same statement is powerful.”

“Cannabis is a realistic approach to side effects of breast cancer and people are becoming more acceptant of that,” Olson said.

Shango Portland also took part in the Breast Friends golf outing last July and offers private sessions for anyone fighting cancer. “If someone fighting cancer needs special attention, we will give it to them,” Dubocq said.

Breast Friends also has taken a pro approach to cannabis during their weekly internet radio show. Olson said the show draws 10,000 to 15,000 on-demand listeners through their live podcast show on VoiceAmerica.com health and wellness channel that airs live at 9 a.m. Wednesdays and is archived by searching for Breast Friends on the site.

Breast Friends was founded in Oregon in 2000. The group has helped thousands of patients and their families. The organization has a prosthesis, bra and wig closet and offers products free to women who have little or no funds available to purchase them. The group’s Facebook page is Breast Friends of Oregon. See www.breastfriends.org for more info.

About Shango
Shango is a premium cannabis brand licensed to a full range of award-winning cannabis products, including flower, extracts and cannabis-infused edibles, produced by select cultivators and processors in Oregon, Nevada, California and Washington. The Shango brand also is licensed to three full-service recreational and medical cannabis dispensaries in Oregon, California and Nevada. A recognized leader in the cannabis marketplace and industry, Shango sets the highest standards for product quality and consistency, and business conduct. Shango is committed to cannabis education and is a fierce advocate of the safe and responsible use of cannabis products. Shango Premium Cannabis stores are located at Shango Harold, 8056 SE Harold St., (Located at 82nd and Foster), Portland, and Shango Win Sivers, 6033 NE Win Sivers Drive, (by the airport), Portland.
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