



# Every Woman Needs Proper Support!



**PESIA ROMEO, OWNER  
THE PINK CORSET LINGERIE**

*Pesia Romeo, owner of The Pink Corset in Smithville, followed a long and winding path to her current business.*

When Pesia decided to open The Pink Corset, she had a strong desire to sell only the best quality lingerie in the industry. But for her, it isn't

enough to sell a good quality bra, she insists it is equally important that the fitter is knowledgeable and able to properly fit women. She realized that she would have an important role both in measuring and helping her customers understand how they can find the right bra. She points out when her customers leave they leave not only with a great quality bra that they, a bra that fits perfectly, and the knowledge they can take with them next time they make a purchase. She has spent many hours with various manufacturers she uses in order to find the best methods

of measurement. She realizes that not every bra is for every breast, even if



it's the most expensive. She has a keen eye and quickly realizes that using a tape measure has its limitations. She can immediately tell the exact size a woman needs as soon as she walks in her store. Her impeccable taste and talent for fitting have caught the attention of bridal stores throughout Atlantic County, who regularly refer customers to her.



Pesia points out to her customers that a perfectly fitting undergarment makes the wearer feel and look better. The Pink Corset also works closely with women whom have had surgery due to breast cancer, helping to fit them with undergarments which will work with a prosthesis and to make the woman feel whole and beautiful at the same time.

*Pesia also has some exciting news coming soon for women using prosthesis.*

*Stay tuned!*



**THE PINK CORSET**  
LINGERIE

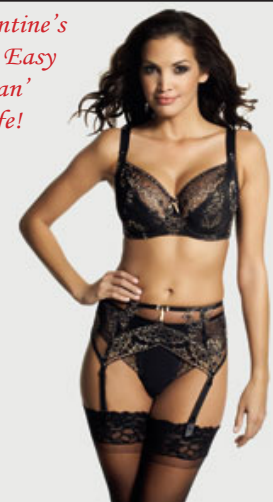
*Feel & Look Fabulous With Lingerie  
From The Pink Corset!*

*Pesia proudly introduces famous designer lingerie and intimate apparel you could only find at the finest department stores.*

Simone Perele	Chantelle	Anita
Le Mystere	Claire Pettibone	Panche
Jane Woolrich	Free People	Fantasia
Elle Macpherson	Wacoal	Elomi

**609.241.0832**

3 N. New York Road • Smithville, NJ  
The Shoppes at Smithville  
Located across from The Smithville Inn



*We Make Valentine's  
Day Shopping Easy  
For The 'Man'  
In Your Life!*

*Remember girls, not every  
bra is for every breast.*

*- Pesia Romeo*

*We Offer:*



*Expert Measuring for just the right fit.  
Bridal Lingerie • Nursing Bras*



*See you in the fitting room!*

*The Pink Corset  
Lingerie*

*3 North New York Rd  
Shop #36  
Smithville, NJ 08205  
609-241-0832*

## RNS Is Seeking New Volunteers In 2011



**SUBMITTED BY:  
TAMMI PITTARO, RNS FIRST  
VICE-PRESIDENT  
609-926-3074**

*Happy 2011 From the Ruth Newman Shapiro Cancer and Heart Fund! This all volunteer organization is proud to celebrate its golden anniversary this year! Many exciting events are being planned for 2011 and will be announced at a later date.*

**About RNS Founder: Rose Newman.** Ruth Newman Shapiro was a vital young woman in her mid-thirties when cancer brought her life to an abrupt and tragic end. Her mother, Rose Newman, turned her personal grief into positive action by reaching out to the greater Atlantic City community and establishing the Ruth Newman Shapiro Cancer Memorial Fund (RNS) in 1961. The original mission of RNS was to provide the finest facilities and equipment for the diagnosis and treatment of cancer in the region. When the need for more sophisticated facilities for the treatment of heart disease became a medical priority, RNS expanded its mission and became the Ruth Newman Shapiro Cancer and Heart Fund in order to serve the best interests of the residents of Southeastern New Jersey. RNS is now able to plant the seeds of hope for everyone who needs it, now and for generations to come. RNS is celebrating 49 years of dedicated service to our community. This ALL volunteer organization, through the support and generosity of members and friends, has raised over \$12 million to fund the programs, services and equipment purchases for hospitals in the region.

Over 10 million dollars has been raised and given back to the community since 1961 when Rose Newman established this all-volunteer humanitarian organization in memory of her daughter, Ruth Newman Shapiro. The RNS Cancer & Heart Fund uses these funds in an effort to provide the finest facilities and equipment for the diagnosis and treatment of cancer and heart disease in the region.

RNS membership and its fundraising efforts benefit the region's hospitals: AtlantiCare Regional Medical Center, Bacharach Institute for Rehabilitation, Cape Regional Medical Center and Shore Memorial Hospital.

**Other Past and Present Initiatives Include:**

- Providing the necessary start up

funding for Gilda's Club South Jersey.

- Funding Shore Memorial's NJ Cancer Education & Early Detection Program, which provides cancer education, screening and treatment to low income and noninsured and underinsured individuals.
- Replacing the current RNS mobile mammography van with a brand new state-of-the-art digital mammography van for AtlantiCare Regional Medical Center (April 2007).
- Purchasing three new patient transport vans to serve cardiac patients for Bacharach Institute for Rehabilitation over a three-year period (2007-2010).

We welcome new members warmly. Dues are \$20 a year. As a

member of RNS Cancer & Heart Fund, your annual dues will support our programs and services. Additionally, you will receive our "Supporter Newsletter" as well as regular updates and information on all of our year-round fundraising events. Volunteering for our special events is appreciated but not required. We welcome your support in any form and at any level.

RNS needs the help of volunteers to keep these events running smoothly. If you are a new member

of RNS or are new to the community, this is a wonderful way to get to know our members while supporting our organization. Each of our projects will give you an opportunity to become more familiar with the work that we do and will reward you with the satisfaction of helping others.

*If you have questions about membership or volunteer opportunities, please call (609) 487-1190 or visit us at [www.rnscancerandheartfund.org](http://www.rnscancerandheartfund.org)*



**Cancer & Heart Fund  
Ruth Newman Shapiro  
Cancer and Heart Fund**

7225 Ventnor Avenue  
Ventnor, NJ 08406  
609.487.1190

[rnscancerandheartfund.org](http://rnscancerandheartfund.org)  
email: [rnscancerandheartfund@gmail.com](mailto:rnscancerandheartfund@gmail.com)

**WWW.RNSCANCERANDHEARTFUND.ORG**