



## Photos, Assets & Links

<b>Assets</b>	<b>Links</b>
Logos	<a href="https://www.girlslovemail.com/home/media_kit_info/">https://www.girlslovemail.com/home/media_kit_info/</a>
Images	<a href="https://www.girlslovemail.com/home/media_kit_info/">https://www.girlslovemail.com/home/media_kit_info/</a>
Videos	<a href="#">NBC Nightly News</a> <a href="#">Omaze Standing O Award</a> <a href="#">The Steve Harvey Show</a> <a href="#">KCRA NBC News</a>

## Mission

Girls Love Mail collects hand-written letters of encouragement for women newly diagnosed with breast cancer. (As of 9/20/21, GLM has collected and distributed over 200,000 letters, which is **200,000 women encouraged**. [See the current total.](#))

## Our Story

In 2009, author and founder of [Girls Love Mail](#), Gina L. Mulligan, was diagnosed with breast cancer. At the time Gina was working on an epistolary novel, a novel that is made up of all letters. While undergoing treatment and writing letters for her novel, she started receiving letters and cards filled with well wishes. Gina received over 200 letters, many from people she had never met. "Letters were all around me, and I realized letters are a precious gift with the power to heal," says Gina. She wanted to give back and started Girls Love Mail as a 501(c)3 in 2011 with the ultimate goal to get a letter to every woman diagnosed – that's 250,000 each year.

## How it Works

Anyone with a desire to help can write a letter. Using the Girls Love Mail's Letter Writing Guidelines, writers pen letters on any paper or notecards of their choosing. They mail them to Girls Love Mail based in Folsom, CA where each is read for approval, packaged in a special envelope, bundled, and sent to caring staff at cancer centers and programs for distribution to patients.

## Our Team

### Gina L. Mulligan, Founder & Director

Ms. Mulligan served as a corporate Marketing Director for 15 years. She's a freelance journalist and author of two novels and the non-fiction Dear Friend; Letters of Encouragement, Humor, and Love for Women with Breast Cancer. In addition, Gina works as a corporate trainer and speaker.

### Sheri Peifer, Director

Ms. Peifer is Senior Vice President and Chief Strategy Officer for Eskaton Senior Services. She also serves on the Aging Services of California Planning Committee and EMERGE Leadership Selection Committee. Ms. Peifer holds a BA in Family Studies and Gerontology from Messiah College in Pennsylvania and a MS in Gerontology from California State University Sacramento.

### **Grant Mulligan, Secretary & Treasurer**

Mr. Mulligan is the owner and President of ParcelQuest. ParcelQuest works with government agencies and businesses around the country to provide property data and information. Mr. Mulligan holds a BS degree in electrical engineering and a MBA from San Diego State University.

### **Norma Smith, Director**

Ms. Smith worked for Sacramento Municipal Utility District in customer service for 20 years. She also volunteered at Sutter Memorial Hospital and worked as a teacher's aide. Ms. Smith is involved in Komen Race for the Cure and Girls Love Mail.

### **Volunteers**

Girls Love Mail is 100% volunteer-run and has approximately 18 onsite volunteers who help read, package, and process the letters.

### **In the News**

Girls Love Mail has had coverage on local, national, and international levels. We're experienced with all media forms and can be available on short notice for interviews and quotes. Here are a few highlights.

“A single card, written by a stranger, became an important touchstone for the recipient, a woman who had been diagnosed with breast cancer.” [Washington Post](#)

“From one hand to one heart.” [NBC Nightly News with Lester Holt](#)

“A brave survivor giving hope back to those who need it most.” [The Steve Harvey Show](#)

[TODAY.com](#)

[Parade Online](#)

NPR/Capitol Public Radio

[American Lifestyle](#)

[Huffington Post](#)

[USA Today](#)

News:ABC, NBC, CBS

[Sacramento Magazine](#)

[Woman's Day](#)

Woman's World

[Maria Shriver](#)

San Diego Union Tribune

### **VIDEO & Quotes from Letter Recipients**

Video of Judy Getting a Girls Love Mail Letter ~ [Watch Now](#)

“A patient who had her 3rd occurrence was given two Girls Love Mail letters. She left, devastated at hearing this bad news yet again. She returned for a follow-up and asked to speak to our coordinator. This is what she said – ‘Your letters saved my life. You see, when I got this diagnosis for the THIRD time, I had given up and decided to go home and end my life. But upon reading the letters it changed my mind and gave me hope. It saved me.’ A simple letter. Lifesaving!” ~ Tammy V.

“I was given a bag with a lot of scary information. Inside was a Girls Love Mail letter. It brought me joy when I was lost. I keep it with me for inspiration.” ~ Grace S.

“This is the second time I have breast cancer. It came back after 17 years in the same breast. I survived it before I can do it again. Thank you for the letter!” ~ Dagmar

## Corporate Support and Awards

In addition to winning the Omaze Standing O \$5,000 Award, Girls Love Mail is supported by donations, both financial and in-kind, by 56 corporations such as: **Salesforce, Wells Fargo, Voya Financial, Chico's, Brighton, Humana, Corning, TD Bank, Visa, and Intel.**

## Global Efforts

IN: Letters come from every US State and 25 countries around the world including unexpected areas such as:

Nepal	Malaysia	Japan	Taiwan	Hong Kong
Turkey	Malta	Israel	South Africa	Brazil

OUT: Letters go to patients at 165 cancer centers and a program New Zealand. We are currently working on plans to expand our program to Europe.

## Press Release

FOR IMMEDIATE RELEASE

Contact: Gina L. Mulligan, Founder

Phone: 916-805-5094

Email: [ginamulligan@girlslovemail.com](mailto:ginamulligan@girlslovemail.com)

Web: [www.GirlsLoveMail.com](http://www.GirlsLoveMail.com)

### **200,000 Women Helped by the Power of the Pen**

Sacramento, CA – September 9, 2021 — Girls Love Mail, the national charity featured on The NBC Nightly News with Lester Holt, People.com, Today.com, and The Steve Harvey Show, celebrates its 10<sup>th</sup> Anniversary by reaching a milestone of 200,000 letters, that's 200,000 women encouraged!

The mission of Girls Love Mail is to give the gift of hand-written letters of encouragement to women going through breast cancer treatment. For 10 years, this grass-roots organization has grown into a global circle of caring. Girls Love Mail...

- Sends letters to 165 Cancer Centers in the U.S.
- Receives Letters from Writers in 25 Countries Around the World
- Sends Letters to New Zealand
- Engaged Over 1,000 Groups to Write
- Supported by 56 Companies
- Celebrates One Writer Who's Written Over 6,500 Letters

In addition, the Girls Love Mail gift book, *DEAR FRIEND, Letters of Encouragement, Humor and Love for Women with Breast Cancer* is a Bestselling Breast Cancer Book (Amazon) and the Amazon #1 Recommended Breast Cancer GIFT. It continues to bring comfort to over 20,000 women to date.

### BACK STORY:

In 2009, author and founder of Girls Love Mail, Gina L. Mulligan, was diagnosed with breast cancer. At the time Gina was working on an epistolary novel, a novel that is made up of all letters. While undergoing treatment and writing letters for her novel, she started receiving letters and cards filled with well wishes. Gina received over 200 letters, many from people she had never met. "Letters were all around me, and I realized letters are a precious gift with the power to heal," says Gina. She wanted to give back and started Girls Love Mail with the goal to get a letter to every woman diagnosed. After 10 years, we're closer than ever to realizing that dream.