



*The Pink Heals truck is named after Colton Steinhorst who earned his angel wings in 2013*

# Pink Heals

▶ by Faye Burg

## Colton continues to spread spirit of love and healing

A local chapter of a national movement is helping raise funds for those battling cancer.

Pink Heals Manitowoc County was created in 2012 when Mishicot Ambulance and Fire Department joined forces to help start the local chapter.

The goal of the organization is to help women, men and children who are battling cancer in Manitowoc County.

Local President Amanda Krueger said that Pink Heals has been visible throughout the State of Wisconsin as they travel with their fire truck and ambulance, which are both painted pink.

"Our pink fire truck is named Colton after a little boy named Colton Steinhorst who battled neuroblastoma," Krueger explained. "He was an amazing young boy who could light up a room. Sadly he received his

angel wings on Sept. 3, 2013, but he continues to spread his love through the pink fire truck."

The organization's pink ambulance, dedicated in May of 2016, was donated by the Black River Falls Fire Department and is named after Alayna Haese. Alayna is currently battling Acute Lymphocytic Leukemia. "She is making great strides and is beating her cancer," Krueger said.

"The pink stands for the woman," Krueger explained. "Because if we help the woman, then we are helping the entire family."

"Pink Heals is made up of all volunteers, which means 100 percent of the money goes back to the community to help those battling cancer through our DCA (Direct Care Assistance) program," she said. "DCA helps those actively battling cancer in Manitowoc County to help pay bills if they have fallen on hard

times financially. We may pay rent/mortgage, taxes, utility bills or medical bills not covered by insurance. In 2015 we helped 51 cancer patients in Manitowoc County to a tune of close to \$36,000."

Approximately 40 volunteers assist with Pink Heals including a board of directors and five officers.

"We are a close team that works together to help those in our community who have fallen on tough times," Krueger said. "So many of us have a personal connection to cancer and have seen firsthand what a person and family goes through. Knowing what a struggle that can be physically, emotionally and financially is why we band together to help those in our community and make it a little easier for them."

Each month the group hosts an adult cancer support group and the YOUTH MATTERS Children's Cancer

Support Group. "We bring in speakers and have an open conversation amongst those battling, survivors and caregivers. We try to bring knowledge and camaraderie to cancer patients, their family and friends."

The organization participates in numerous community events including parades, car shows, walks and runs, and races. "We have two large events each year," Krueger said. "One is our golf outing and the other is our 5k/10k walk/run and raffle event in October."

"We are invited to many events in the community and will also visit those in our community who are battling cancer with our pink vehicles," she added. "We are very active in Manitowoc County, however we travel to surrounding counties as well. People having events or fundraisers can request us to join them by filling out an online form at <http://pinkheals.us/colton-request-form/>.

A special offering of Pink Heals is the ability of anyone who has been touched by cancer to sign the trucks. "Our fire truck and ambulance are beautiful moving memorials to those who are battling cancer, who have won their fight against cancer, or who have courageously lost their battle," Krueger added.

"There are so many rewarding parts of this organization," Krueger said. "I think it's seeing the effect that you can have on someone. Seeing them light up and forget maybe for a minute or two that they have a tough battle ahead of them. It's seeing people come together for a greater good. People leaning on each other, bringing positive thoughts and love to complete strangers, can really fill a person's heart."

"It's also so amazing to see our fire truck and ambulance come to an event or come to visit a person who is battling with our lights on and our

horns blasting and to see how much that means to a person and then to watch them put their name on the vehicle," she added. "It is breathtaking. I invite anyone who has been touched by cancer to come experience this."

"People in the community may say that we touch a lot of hearts, but in all reality it is the volunteers of Pink Heals who have their hearts touched day in and day out by the amazing and strong people of our community."

Pink Heals Manitowoc County can be reached by calling (920) 663-2789. More information about Pink Heals of Manitowoc County including a list of upcoming events can be found by visiting [www.pinkheals.us](http://www.pinkheals.us). Additional information is on their Facebook page [www.facebook.com/PinkHealsMishicotWI](http://www.facebook.com/PinkHealsMishicotWI). ■

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