

# **An Artist, a Hero and My Father**

My father was an artist that had natural born talent, he continues to be an idol to me. No matter how much time he had, he never lost sight of his family and his love for us.

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## **I Hope I'm Just Like Her**

My mother, Anna Ricci, was a giver. She truly loved God, her family and her friends. She had a great sense of humor and could laugh at herself and make others laugh. She always knew how to make people feel special and cared for.

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## **A Life of Love, Joy and Adventure**

My long-time friend Dan Czarnecki was a kindhearted man with a big smile. He was always quick to laugh and was such a pleasure to be around.

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# **Finding Your Voice to Inspire, Motivate and Never Give Up**

My name is James, I live in Los Angeles and my affiliation with the Hirshberg Foundation goes back 10 years now. In 2010, my son Christopher and a few friends participated in our first LA Cancer Challenge 5k Run.

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## **A2A Designs Gives Back Throughout November While Helping You Raise Awareness**

Friends Alli, age 11, and Avery, age 12, started [A2A Designs](#) during the COVID-19 pandemic as a way to give back to their community. They began creating mask chains for friends and family as a fun and stylish way to keep their masks handy while running errands and walking the dog. With an emphasis on supporting essential workers, each month they chose a different non-profit organization and donate a portion of their sales. For November, A2A Designs has partnered with the Hirshberg Foundation to help raise pancreatic cancer awareness with a collection of special purple mask chains.

We are excited to partner with these young entrepreneurs to help raise pancreatic cancer awareness in style! As November community partner for A2A Designs, Alli & Avery will be donating half of their monthly profits to the Hirshberg Foundation for Pancreatic Cancer Research. In addition, they have specially

designed two purple chains, the [Never Give Up](#) and [Purple Power](#), that will continue to give back towards research & patient support services.

[Order your mask chains online »](#)

We are excited to have Alli & Avery join us at our Flower Truck Pop Up for World Pancreatic Cancer Day on November 19th. Plus, each mask chain purchased that day will come with a free [Never Give Up mask](#). [Learn more and add it to your calendar »](#)

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## Viola Floral Shares the Beauty of Purple

Jelena Trifunovic and her mom Ljubica Stankovic, were introduced to the Hirshberg Foundation through our Patient & Family Support Services. Since we connected with them, Jelena has become a friend and longtime supporter.

In March 2013, [Ljubica Stankovic](#), better known to friends as Luby, was diagnosed with pancreatic cancer. In April, she underwent a Whipple procedure and it was during her subsequent hospital stay that her daughter, Jelena, contacted us for resources. In February of 2014, Luby & Jelena attended 10th Annual [Symposium](#) and we were fortunate to meet them in person.

Through correspondence and checking in on Luby, Jelena shared, "We are very grateful for each day. Within our family, my mom has earned the nickname 'Jaka Baka,' which in Serbian means 'brave grandma.' We have gained an incredible, invaluable network of friends through the Hirshberg Foundation and Cancer

Support Community.” Her mom chimed in, saying, “It’s not easy...but every morning my motto is ‘Life is beautiful!’”

While Luby is no longer with us, Jelena keeps her memory and spirit alive through her designs at [Viola Floral](#). Jelena’s journey to become a florist began with her childhood love for nature. Growing up, she spent countless holidays and family events arranging flowers in the kitchen with her mom. It was there, sipping wine, laughing and sharing stories, that her passion bloomed. Although Jelena’s mom is no longer beside her, their bond and the joy from that kitchen lives on through her floral creations at [Viola Floral](#). For Jelena, Viola Floral pays homage to the women who raise and uplift us, through all walks of life. Like flowers, they continually remind us to live in full bloom.

Viola Floral is doing our part to shine a light on pancreatic cancer by offering a gorgeous purple arrangement paying homage to the women who raise and uplift us, through all walks of life. 50% of the profits from each sale of a “Hopeful Blooms” floral arrangement will benefit the Hirshberg Foundation. Place an order for delivery in Los Angeles and Orange County areas today!

Viola Floral currently delivers to the Los Angeles and Orange County areas.

[Order Today »](#)

To find out more about the Patient and Family Services we offer, please contact Amy Reiss at [\(310\) 473-5121](tel:3104735121).