

# BIOGRAPHIES

## Ambassador Norma Pensado, Mexico's Ambassador to Denmark

Degree in Economics from the National Autonomous University of Mexico. She started her professional life at the Ministry of Foreign Affairs in 1981. A career diplomat, she has been promoted to the rank of ambassador of the Mexican Foreign Service in 2006. Currently Ambassador of Mexico to Denmark, concurrent to Iceland; she has been ambassador to the Russian Federation, concurrent to Armenia and Belarus; to Sweden, Finland, Latvia, Lithuania and Estonia. In the MFA she has held, among others, the following positions: state secretary for Latin America and the Caribbean, director general for Latin America and the Caribbean, director general for Europe, director of Academic Exchange and Scholarships, deputy director of the Commission for Central America. She was alternate representative to the United Nations agencies in Vienna and counsellor at the Mission of Mexico to (OECD). Representative of Mexico to the International Institute for Democracy and Electoral Assistance (IDEA) in Stockholm, and Project Manager of the Action Committee in Support for Central American Development (CADESCA) in Panama. She has participated in numerous international

conferences and has published articles on foreign policy issues. She has been decorated with the Order of the Lion of Finland in the rank of Commander with Grand Cross awarded by the Republic of Finland and with the Royal Order of the Polar Star in the rank of Commander with Grand Cross awarded by the Kingdom of Sweden. She also received the decoration Mexican Foreign Service-25 years, awarded by the MFA. She speaks French, English, German, Portuguese and Italian and has intermediate knowledge of Swedish and Russian. She is a member of the Mexican Council of International Affairs (COMEXI).

## Ayoe Lausen

Ayoe Anker Lausen is Head of Human Resources and Citizenship & Sustainability in the Nordic region for The Estée Lauder Companies, a Global Leader within Prestige Beauty. Her professional career is rooted in global consumer goods companies with world leading brands and her experience ranges from Sales and Marketing to HR and CSR leadership within the Northern European region. She is highly passionate about sustainable & values driven business transformations, and leads Talent and Leadership programmes of Inclusion & Diversity and

enterprise-wide initiatives with social and environmental impact. Since she joined The Estée Lauder Companies in 2017, she has led the company's Nordic Breast Cancer Campaign, which has raised donations of more than DKK 15 million to select breast cancer organisations in the Nordic countries.

## Helen Lexner Munck

Helen was born in Copenhagen, 1962. In 2016 she had routine mammography and was diagnosed with early stage DCIS. She underwent adjuvant breast cancer therapy and a lumpectomy, followed by chemotherapy and radiation. Helen also received Herceptin and hormone therapy. Finally, she also received eight bisphosphonate treatments. In early 2017 while undergoing chemotherapy, Helen, always physically active, participated in a fitness project for cancer patients (Krop og Kræft). For 6 weeks she rode her bike to the gym 4 times a week to exercise with other cancer patients under the safe supervision of physiotherapists, personal trainers, and medical staff. During the programme, she met physiotherapist MHS, Ph.D. Kira Bloomquist. Her expertise relates to understanding the physical and psychosocial concerns faced following cancer,

particularly lymphedema, and the role of exercise in cancer recovery. Alongside Kira, Helen, and 24 other Danish breast cancer survivors, they co-founded Danish Dragon Abreast and established the first BCS Copenhagen Dragon Boat Team in Denmark.. The main goal then was to participate in the IBCPC (International Breast Cancer Paddling Committee) Dragon Boat Festival in Florence in 2018. Helen is the elected chair of the Danish Dragon Abreast committee and responsible for Communication, PR, Fundraising, and more. She collaborates with the Danish Cancer Society and DKK (Danish Canoe and Kayak Society) representing the Dragon Boat Sport in Denmark. In 2021 she was appointed Country Liaison for IBCPC. Helen loves to travel around the world and is the mother of 2 adult sons, with a full-time job in the legal department at KAB.

## Pia Sandengen

Pia Sandengen faced a significant health challenge in 2012 when changes were detected in her nipple, leading to a diagnosis of precursors to breast cancer known as DCIS. Her treatment journey included breast-conserving surgery and a course of 35 radiations. In February 2018, during a routine checkup after

five years, a lump was discovered. This necessitated mastectomy surgery, during which the entire breast was removed. Following the successful surgery, Pia was declared cancer-free, yet recommended to undergo chemotherapy and hormone therapy. After her recovery from chemotherapy, she underwent breast reconstruction through flap surgery. During her chemotherapy period, Pia actively participated in a notable research project called "Krop og Kræft," which centred on maintaining physical activity and training throughout the chemotherapy process. Ultimately this led to an invitation to join the Copenhagen Dragon Boat Team. Since 2019, Pia has been an enthusiastic and committed member of the team, holding the position of Deputy Chairman of the Copenhagen Dragon Boat team. Professionally, Pia Sandengen holds the position of Head of Marketing and Communication at Actief Hartmanns. With her expertise in the realm of marketing and communication, she contributes significantly to the company's strategic initiatives and outreach efforts. Pia Sandengen resides in Copenhagen and is happily married to her husband, Thomas. They are proud parents of a son. Her resilience, dedication to physical well-being, and active engagement in both her

professional and personal life exemplify her as a well-rounded individual who navigates challenges with determination and commitment.

## Anne Tjønneland

Anne has more than 30 years of research experience in nutritional and chronic disease epidemiology and has been a Professor at the University of Copenhagen's Department of Public Health since January 2018. She has raised funds, established, and exploited the Diet, Cancer and Health study in 1993-1996 (DKK 63 mill). In recent years, she has led the extension of the initial cohort by the Diet, Cancer and Health – Next Generations (DKK 57 mill), that have recruited the biological children, spouses and grandchildren of the original Diet, Cancer and Health study in 2015-2018. Her main research focus area is the association between diet, obesity and lifestyle and the development of cancer and other chronic diseases. Her group has worked extensively with the effect of whole grain, meat and alcohol. In recent years, they have included the effect of the microbiome into the epidemiologic studies.

Anne is a PI and Member of the Steering Committee of the European Prospective Investigation into Cancer and Nutrition

(EPIC), a multicentre cohort study with 10 European countries. She is currently the head of a research group, with nine persons referring directly to her. In addition, she is an author and co-author of over 1.000 scientific articles about the effect of diet and lifestyle for the prevention of cancer and other chronic illnesses. She is also the co-author of 'Det Gode Helbred, Spis Sundt og Forebyg Kræft', which brings together existing knowledge about cancer prevention combined with food recipes developed on the basis of scientific advice.

Anne Tjønneland is registered in Thomson Reuters/Clarivate Analytics lists in 2015, 2016 and 2017 as one of the most cited researchers in the world between 2003-2015.

## Kathrine Brøndsted, Musician

Kathrine Brøndsted is a Danish singer/songwriter with an international presence. She has been part of the Danish musical world since a young age, starting as a backing singer for several leading Danish musicians. She won her first International award in 2019 "Best International Female Singer" (ISSA – International Singer-Songwriter Association, Atlanta, USA). Kathrine Brøndsted has so far published 4 albums in her own name.

She has had much airplay on local radio stations around the world and has also won the final in London as singer-songwriter in the European competition "Tour Music Fest".

Endorsement statements include: "and there are the very few like Kathrine Brøndsted, who give me the moments that I live for. When I heard her for the first time it was like musically falling in love!!!" Chris West (radiovært, The Tripwire, Australien). "Whether charming us with sweet and melancholic tones, or raising the rafters with her gospel power, Kathrine Brøndsted is what I call 'A Class Act!'" Martin Tomlinson (Host at The Listening Room, Copenhagen) [www.kathrinebroendsted.com](http://www.kathrinebroendsted.com)



# 2023 PROGRAMME

## THE PINK MENU

by Charles-René Madsen

Grilled tuna ceviche with baby romaine, tomato, lime, burnt chilli, sweet onion, and coriander

TOTOPO - topped with stirred beef Tatar, guacamole, pickled jalapeno, spring onions

Quesadilla with potato purée, spinach, chevre cheese, honey, and rosemary

Tiger Prawns baked in guajillos butter, lime mayo, pinto beans and tomato

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Pork Belly grilled and aged with a demi glace with burnt corn, grilled green cabbage and onion

Taco de rajas with poblano pepper, creamed leeks, peas, special matured cheese, pea shoots and sunflower sprouts

Guinea Fowl breast on skewers with mole, salsa with smoked habanero, corn, caramelised onion, hummus and cress herbs

...

Crispy pie with chocolate ganache, passionfruit custard, crème brûlée, and fresh passionfruit

### Menu - Kindly created by Charles-René Madsen of KantineBistro est. 2020

Food - kindly donated by KantineBistro

Petits Fours - kindly donated by Kardinal Chokolade

### Drinks

Welcome drink - generously provided by the Mexican Embassy

Wine - kindly provided by Kantine Bistro

Mineral water- kindly donated by Bornholms Kildevand

1664 Rosé - kindly donated by Carlsberg

## A WARM WELCOME

### TO PINK TRIBUTE 2023 FUNDRAISING EVENING

Thank you for attending our annual fundraiser! We are committed to supporting individuals in Denmark affected by breast cancer. 100% of funds raised are donated to breast cancer awareness, prevention, treatment and support groups or trials. We are very grateful to the Ambassador for Mexico Norma Pensado for hosting our Pink Tribute fundraising event.

Since its inception, all the funds Pink Tribute has raised have been donated to carefully chosen organisations and groups - listed on our webpage under 'Recipients'. We work hard to ensure that our funds are made the most of, and go a long way.

### PINK TRIBUTE COMMITTEE 2023

Michaela Gade - Chairman  
Dorte Berg Berghard  
Pia Bodum  
Tine Gregory

## EVENT PROGRAMME

### Welcome

### Moment of Silence

### Introduction - Ambassador Norma Pensado

### Guest Speaker - Ayoe Lausen

### Guest Speaker - Helen Lexner Munk

### Guest Speaker - Pia Sandengen

### Guest Speaker- Anne Tjønneland

### Entertainment - Kathrine Brønsted

### Pink Menu

### Lottery Prize Draw

### 2023 RECIPIENTS

As is customary, funds raised will be allocated to three avenues, namely #preventiontreatmentsupport. We look forward to announcing the 2023 recipients in our later newsletter, as well as on our webpage and social media. We also donate to our very own Pink Tribute Fund, providing "memorable experiences" for terminally ill breast cancer patients and their loved ones

We are always exploring avenues where any funds can be put to optimal use and consider any suggestions.

### PINK TRIBUTE SPONSORS 2023

In addition to YOU – our guests, the Pink Tribute Committee would like to gratefully acknowledge all our sponsors for their incredible support for making this possible. <https://www.pinktribute.dk/#sponsors>

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@pinktributedenmark  
[www.pinktribute.dk](http://www.pinktribute.dk)



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