



In honor of Breast Cancer Awareness Month in October, Pattie A. Clay Regional Medical Center is leading a community-wide campaign to Paint the Town Pink. Many local organizations have already committed to joining the campaign to increase awareness and fight breast cancer. We invite you to join the commitment to Paint the Town Pink by becoming a PINK PARTNER.

How to Become a PINK PARTNER

To become a PINK PARTNER, we ask that you donate \$25, which will then be donated to a local cancer charity.

As a PINK PARTNER, you will automatically receive:

- A pink piggy bank to collect donations at your location to be donated to the charity of your choice.
- A PINK PARTNER window cling, to display your commitment to Paint the Town Pink.
- Special pink, Paint the Town Pink balloons to display or launch as you wish.
- One Size Large Paint the Town Pink t-shirt.
- Educational information to give, copy and distribute to your customers and/or group.
- Recognition in ALL Paint the Town Pink promotion and thank you advertising and communication.
- Special rates and opportunities on other Breast Cancer Awareness merchandise and special advertising rates from select vendors (information will be enclosed in Pink Partner packet).
- The ability to be a part of a community-wide campaign that demonstrates your support for not only the community, but the health of the community as well.

Below is a list of things you could do as a local business as a PINK PARTNER and part of the Paint the Town Pink Campaign. If you are interested in becoming a PINK PARTNER, contact Jill Williams at 859-625-3675 or jillwilliams@pattieaclay.org or jerianshaw@pattieaclay.org or fax this form to 859-625-3535 and let us know what you will be doing.

Things you could do:

- | | |
|---|---|
| <ul style="list-style-type: none"> a. Offer special discounts to those wearing pink on Paint the Town Pink days b. Have special ads to reflect breast cancer awareness c. Salons offer specials on pink colors/products during October d. Restaurants feature rose wines/pink drinks or food during the month | <ul style="list-style-type: none"> e. Light up the largest and most prominent buildings in pink f. Use special scripts to remind customers to get their annual mammogram g. Attend the Paint the Town Pink launch on Oct. 1 h. Anything else to promote Breast Cancer Awareness at your organization! |
|---|---|

If you would like to become a PINK PARTNER, please submit the following information:

Organization: _____
 Contact Person: _____ Phone: _____ E-mail: _____

Best Time to bring you your PINK PARTNER packet: _____

Payment Type Enclosed: _____ Check _____ Cash

Summary of Community Awareness and Promotional Activities: _____

Mail payment to:
 Paint the Town Pink
 Attn: Jill Williams
 PO Box 1600
 Richmond, KY 40475

****A separate form is attached for any t-shirts you may want to order for your organization or customers. All t-shirts will be ordered through Surge Promotions.**