

THE PINK EVENT

A Charity Event to Benefit Breast Cancer Awareness
Saturday, October 10th - 10:00 am to 4:00 p.m.

The Promotion includes:

1. Color posters and flyers.
2. Leader Telegram advertising.
3. Advertising in Volume One and other selected media .
4. Opportunity for insert in gift bag given the day of event .
5. Press releases and coordination to local media.
6. Donation cup and sign to collect donations for event.

Budget towards each selected media is dependant upon the total amount of participating businesses.
If more businesses are involved additional advertising or larger ads may be purchased in the media.

What you need to provide:

- \$50.00 payment for each participating DECI business.
- \$55.00 payment for each participating non-DECI business.
- Copy of business logo for poster, flyer and ads.
- Information on what you may be doing for the event.

What you are encouraged to do:

- In-house drawings to be run during the event.
- Create special events and happenings to add excitement.
- Produce an insert for a gift bag - 5 1/2 x 8 1/2 or smaller.
- Advertise to your clients to help promote the event.
- Purchase the "Paint the Town Pink Bow" - form attached.

Send Payment to: DECI- Downtown Eau Claire, Inc.

203 S. Farwell Street - P.O. Box 5148 - Eau Claire, WI 54702

Please send logo in jpeg format to Robin at: waterstreetfun@hotmail.com

DEADLINE IS SEPTEMBER 18th- PLEASE SEND A.S.A.P.

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Saturday, October 10th - 10:00 am to 4:00 p.m.

_____ Yes, I want to be involved

_____ \$50.00 payment DECI business

_____ \$55.00 payment non- DECI business

Business Name: _____

Contact person: _____

Address: _____

Phone Number: _____

email: _____

Information for event: _____

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For more information contact: Jessica Cather at 839-4914, Robin Moses at 834-4230,
Lorraine Dixon at 514-2236, Cindy Wing Reed at 832-4476 or Sarah Curtis at 834-7811.

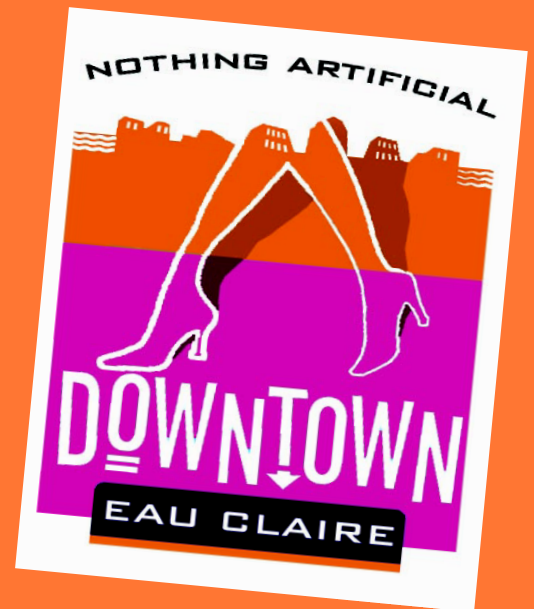
SOUTH BARSTOW - WATER STREET - WEST GRAND - NORTH BARSTOW

THE PINK EVENT

TO BENEFIT BREAST CANCER AWARENESS

Saturday, October 10th, 2009

demonstrations
fashion shows
wine tastings
entertaining ideas
art and trunk shows
beauty makeovers
refreshments
door prizes



Open 10:00am - 4:00 pm!

SOUTH BARSTOW - WATER STREET - WEST GRAND - NORTH BARSTOW



MAKING STRIDES
Against Breast Cancer®



*You have the power to spread hope in your community.
Whether you're a home owner, restaurateur or business owner
help turn your town pink today!*

What is Paint the Town Pink?

During the month of October, we are hoping local businesses will support the American Cancer Society and help get the community excited about the upcoming 2nd Annual Making Strides Against Breast Cancer Walk by Painting the Town Pink (displaying a large pink bow and Making Strides cling at their business). We are asking local businesses for a \$25 donation to receive their official Paint the Town Pink bow and window cling. All proceeds from the bow will go towards breast cancer research, education, prevention and patient services. If you decide to participate in Paint the Town Pink, your bow and cling will be sent/delivered to you. There will also be a sign at the event stating that your business supported Paint the Town Pink.

_____ Yes, we want to support the American Cancer Society's *Pink the Town Pink!*

_____ Enclosed is my minimum donation of \$25 for the bow, cling and promotion at the event.

Business Name: _____

Contact Person: _____

Address: _____

Phone Number: _____

Please return form, call or fax by October 5:

American Cancer Society
Attn: Michelle Shufelt
2427 N. Hillcrest Pkwy, Suite 7
Altoona, WI 54720
Phone: 1-877-423-9122
Fax: 1-715-832-8570