



Your guide to a **Pink** October



THANK YOU FOR BEING PART OF PINK RIBBON DAY

HELP TURN OCTOBER PINK.

Throughout October, people just like you will be **selling Pink merchandise** and holding **Wear Pink** events all over the country, raising funds for research, prevention and support for all those affected by breast cancer.

By getting involved with **Pink Ribbon Day** you'll be showing your support for the 13,000 Australians affected by breast cancer each year.

Thank you for all your help and support. You are part of our Pink community so help us spread the word.

Share your heart on  /pinkribboday

HINTS AND TIPS FOR PINK FUNDRAISING

- ♥ **I (heart) pink every day:** Put your merchandise out today and sell it throughout the whole month of October.
- ♥ **Hold a Wear Pink Day:** Be creative, think Pink morning teas, breakfasts and fancy dress. Just ask for a gold coin to participate.
- ♥ **Spread the word:** Send texts or emails to your friends, family and co-workers and let them know where you're holding your Wear Pink event and when you're selling Pink merchandise.
- ♥ **Use our Pink fundraising tools:** Download the fundraising tools from our website and get your friends, family, school and work colleagues excited about I (heart) pink.
- ♥ **Pink Sales Challenge:** Compete with friends and family to see who can raise the most money.
- ♥ **Dollar-for-dollar matching:** Ask your employer to support your fundraising efforts by matching the funds you raise.



ORDER AND SELL PINK MERCHANDISE



\$5

Pink Ribbon Enamel
Lapel Pin



\$6

Twist Top Pen



\$7

Heart Bag Tag



\$8

Men's Socks size 6-11



\$10

Heart Charm Keyring



\$10

Pink Ribbon
Diamanté Brooch



\$10

Pink Enamel Bangle



\$10

Cookie Cutter Set



\$10

Penny Wonder
Woman Bear



\$30

Russ Bear
with Flower



\$35

T-Shirts sizes S-XXXL
Fitted and Loose fit

To order call **1300 65 65 85** or visit pinkribbonday.com.au

Items available to order may vary from state to state.

EVERY \$ YOU RAISE FROM SELLING AND WEARING PINK MAKES A REAL DIFFERENCE

Help us reach our \$5.2 million fundraising goal this year. With every dollar donated you help fund research, prevention and support services, and bring hope to those affected by breast cancer.

- ♥ **\$5** goes towards creating a **meditation DVD** to help someone deal with the side effects of chemotherapy.
- ♥ **\$10** goes towards an **Information Pack** for women coping with the aftermath of surgery.
- ♥ **\$50** can help us make a **Cancer Council Helpline call**, to inform and reassure a woman about her breast cancer diagnosis.



- ♥ **\$100** can help provide **accommodation** for women who need to stay away from home while accessing treatment.
- ♥ **\$250** can go towards paying an **overdue bill** for a mum who hasn't been able to work for six months.
- ♥ **\$1,200** can help us fund three days of **research** into a rare type of breast cancer.

EVERYONE CAN HOLD A WEAR PINK DAY

Everyone wants to help a good cause – so why not put more fun into fundraising by asking friends and co-workers for a donation to take part in your Wear Pink Day. Here are some ideas to help you on your way.

At your workplace: Why not hold a Wear Pink Day fashion show? Take photos and upload the best and worst dressed shots to facebook.

Hijack an existing event: Organise your event around something that's already happening, such as a work or sport team meeting.

In School or Uni: Whether you're at primary school, high school or university, you and your school friends can Wear Pink and show how cool Pink can be.

Pink at work: Add some Pink style to your workplace or office by decking it out in glorious Pink balloons, Pink hats, Pink streamers etc. It won't just boost morale – it'll boost donations too.

Pink Morning Tea: Organise a bake-off in the office to test the culinary skills of your colleagues.



PINK CAN MEAN PRIZES*

Your help in raising funds can make a real difference. If you bank \$254 or more by 21 November 2011, you'll even have the chance to win one of our great prizes*:

- 16GB iPad WiFi
- 6 month Curves Membership
- 5 x \$100 Best and Less vouchers



Innovative Marketing International 

Curves

BEST & LESS

*For terms and conditions visit pinkribboday.com.au SA residents not eligible for entry.

OTHER WAYS TO HELP

Become a Pink Volunteer

A fun and easy way to show your support is by volunteering your time and energy to sell Pink merchandise on Pink Ribbon Day. Here's how to help:

- Register your interest online.
- Choose a location that's close to your home, school or work and a shift time that suits you.
- Remember to dress up in all things Pink and ask your friends and work colleagues to get involved too.

To make a donation or register, visit

pinkribboday.com.au or contact us

on 1300 65 65 85

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