



Breast Cancer Alliance (BCA) is proud to host GO FOR PINK, a festive day of shopping and events dedicated to Breast Cancer Awareness Month. Scheduled on October 1<sup>st</sup> in the Town of Greenwich, GO FOR PINK brings the community together to raise critical funds to support BCA's goal of eradicating breast cancer. Breast Cancer Awareness Month is the perfect time to acknowledge and applaud the progress already made and recognize all that remains to be accomplished. Proceeds from the day will further BCA's mission to improve survival rates and quality of life for those impacted by breast cancer through better prevention, early detection, treatment and cure. To promote these goals, the organization invests in innovative research, breast surgery fellowships, regional education, dignified support and screening for the underserved. Last year's inaugural GO FOR PINK partners helped fund \$1.6 million in grants for 2015.

**WHEN:** Thursday, October 1, 2015

**WHERE:** Town of Greenwich, CT

**WHAT:** Shopping and events all day dedicated to Breast Cancer Awareness Month in the Town of Greenwich. Most GO FOR PINK merchants will be donating 10% of their day's sales to Breast Cancer Alliance.

**PARTICIPATION:** **Participating stores and locations will be updated and listed at [BCAGOFORPINK.ORG](http://BCAGOFORPINK.ORG)**  
More than 50 partners to date include: Alexis Bittar, Alice and Olivia, All Sports Apparel, Amina Rubinacci, Aromaflage, Back 40 Mercantile, Calypso St. Barth, Carlisle/Per Se, Duxiana, Eileen Fisher, Gabby, Greenwich Orchids, Hästens, Home Boutique of Greenwich, Intermix, J. McLaughlin, Juene Arbore, Jonathan Adler, Kate Spade, Katie Fong, Leggiadro, Lexington Company, Lillian August Designs, Lilly Pulitzer, Lux Bond & Green Fine Jewelry, Madewell, Manfredi Jewels, McArdle's Florist, Olivine Gabbro, Out of the Box, Patricia Gourlay, Rag & Bone, Ralph Lauren, Relax The Back, Richards, Roberta Roller Rabbit, Saks Fifth Avenue, Scoop NYC, Shreve, Crump & Low, Simon Pearce, Simon Teakle Fine Jewelry & Gifts, Splurge Gifts, Steven Alan, Steven Fox Jewelry, Stuart Weitzman, Sweaty Betty, Tangerine, Theory, Tory Burch, Vilebrequin, Vince, vineyard vines, Winston Flowers

**SCHEDULE OF EVENTS:**

**9:00 a.m.** – First Selectman Peter Tesei, kicks-off GO FOR PINK during the BCA flag raising ceremony at Greenwich Town Hall

**10:00 a.m.** – Complimentary GO FOR PINK Breakfast at Saks Fifth Avenue to launch their Key To The Cure campaign and sale of limited-edition Jason Wu designed T-shirts (100% of T-shirt sales benefit BCA)

**10:00 a.m. to 7:00 p.m.** – Shopping discounts and refreshments at participating merchants displaying GO FOR PINK signs in their windows. Richards will remain open until 8:00 p.m.

**Noon to 2:00 p.m.** – Richards customers can enjoy a complimentary lunch

**ALL Day** Richards will also be donating proceeds from online sales on October 1 at [MITCHELLSTORES.com](http://MITCHELLSTORES.com) with the code: BCA15

Free mammograms will be offered at Stamford Hospital's Mobile Wellness Center located at Greenwich Town Hall by appointment at [bcagoforpink.org/info](http://bcagoforpink.org/info)

**WHO:**

**Breast Cancer Alliance**  
**GO FOR PINK Chair:** Loren Taufield  
**Breast Cancer Alliance President:** Sharon Phillips  
**Breast Cancer Alliance Executive Director:** Yonni Wattenmaker

**FOR MORE INFORMATION:**

GO FOR PINK: [www.BCAGOFORPINK.org](http://www.BCAGOFORPINK.org)

BCAGOFORPINK@gmail.com or 203-861-0014

Breast Cancer Alliance: [www.breastcanceralliance.org](http://www.breastcanceralliance.org)

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