

SAVE THE DATE
THURSDAY, OCTOBER 5, 2017

BREAST CANCER ALLIANCE
GO FOR PINK!



PARTNER IN THE FIGHT
AGAINST BREAST CANCER

BCAgoforpink.org

PARTNER

GO FOR PINK!

BREAST CANCER ALLIANCE (BCA) WILL PARTNER WITH GREENWICH MERCHANTS FOR SHOPPING, DINING AND EVENTS DEDICATED TO BREAST CANCER AWARENESS MONTH BEGINNING ON OCTOBER 5.

A PORTION OF SALES WILL BE DONATED TO BREAST CANCER ALLIANCE.

THE BCA FLAG RAISING CEREMONY WILL KICK OFF THE DAY ON OCTOBER 5, LED BY FIRST SELECTMAN PETER TESEI AT GREENWICH TOWN HALL.

BCA EDUCATIONAL PROGRAMS WILL BE OFFERED TO THE COMMUNITY (DETAILS TO BE ANNOUNCED SOON).

Media Sponsor

GREENWICH
M A G A Z I N E
MOFFLY MEDIA

BCAgoforpink.org

PARTICIPATE

MERCHANT PARTICIPATION INCLUDES:

- HOSTING A DAY OF SHOPPING OR DINING ON THURSDAY, OCTOBER 5 WITH OPTIONS TO EXTEND THE TIME FRAME
- DONATING A PORTION OF SALES TO BREAST CANCER ALLIANCE AND PLEDGING A MINIMUM CONTRIBUTION
- DONATING AN ITEM TO THE BCA BENEFIT LUNCHEON AUCTION/RAFFLE (TO BE HELD ON OCTOBER 26)
- INVITING YOUR CUSTOMERS WITH A *GoForPink* E-BLAST

ADDITIONAL SUGGESTIONS:

- OFFERING A DISCOUNT TO CUSTOMERS
- EXTENDING *GoForPink* BEYOND OCTOBER 5
- OFFERING ONLINE *GoForPink* SHOPPING WITH A SPECIAL CODE (BCA17) DONATING A PORTION OF SALES DURING A DESIGNATED TIME IN THE MONTH OF OCTOBER

REGISTER ONLINE

TO REGISTER AND GET EVENT INFORMATION:

BCAgoforpink.org



BENEFITS

GoForPink AND PARTICIPATING MERCHANTS CAN EXPECT THE FOLLOWING SUPPORT THIS YEAR:

- PRESS RELEASES AND MEDIA EVENT COVERAGE
- ADS IN THE SEPTEMBER & OCTOBER ISSUE OF **GREENWICH MAGAZINE**
- INCLUSION ON THE BCA WEBSITE WITH LINKS TO MERCHANT WEBSITES
- INCLUSION ON THE GREENWICH CHAMBER OF COMMERCE WEBSITE
- INCLUSION IN THE BCA E-NEWSLETTER AND INSIDER E-NEWSLETTER
- SOCIAL MEDIA POSTS FROM **GREENWICH MAGAZINE** AND BCA - INSTAGRAM, FACEBOOK AND TWITTER
- TARGETED EMAIL COMMUNICATION AND INVITATIONS TO ALL BCA SUPPORTERS AND MERCHANT'S GUEST LISTS
- **GoForPink** LAWN SIGNS AND PINK RIBBONS PLACED THROUGHOUT GREENWICH
- PINK BALLOONS AND WINDOW SIGNS PLACED AT MERCHANT'S ENTRANCE

A COMPREHENSIVE MEDIA PLAN WILL HELP BUILD GOODWILL THROUGHOUT GREENWICH RECOGNIZING PARTICIPATING MERCHANTS AS COMMUNITY PARTNERS COMMITTED TO THE FIGHT AGAINST BREAST CANCER.

GoForPink HAS RECEIVED SIGNIFICANT MEDIA COVERAGE INCLUDING MULTIPLE FRONT-PAGE STORIES IN LOCAL NEWSPAPERS, FEATURES ON LOCAL TV AND COVERAGE ON RADIO STATIONS.

BECOME A PARTNER AND JOIN US IN THE FIGHT AGAINST BREAST CANCER

WE THANK OUR 2016 **GoForPink** PARTNERS, WHO HELPED US FUND \$1.5 MILLION IN GRANTS THIS YEAR.

ALICE + OLIVIA	MADEWELL
ALL-SPORTS APPAREL	MANFREDI JEWELS
ANNE FONTAINE	MARMOT
ARBONNE	MCARDLE'S
ARTHUR MURRAY BALLROOM	MEDITERRANEO
ATHLETA	MELI-MELO
BETTERIDGE	OOMPH
BISTRO V	OUT OF THE BOX
BROOKS BROTHERS	THE PERFECT PROVENANCE
CALYPSO ST. BARTH	RAG & BONE
CARLISLE	RALPH LAUREN
CLAUDETTE	RELAX THE BACK
COHO USA	RICHARDS
COPIOUS ROW	RINFRET HOME & GARDEN
COURAGE B	ROBERTA ROLLER RABBIT
DIANE JAMES HOME	R. VAN LOAN CUSTOM FRAMING
DOURO & GAIA RESTAURANT	SAKS FIFTH AVENUE GREENWICH
DUXIANA	SANDRA MORGAN INTERIORS
EASTEND	SANDRO
EILEEN FISHER	SHREVE, CRUMP & LOW
FRED	SIMON TEAKLE FINE JEWELRY
GELLS	SORAB & ROSHI
GREAT STUFF	SPLURGE GIFTS
GREENWICH MEDICAL SKINCARE	STEVEN ALAN
GREENWICH ORCHIDS	STEVEN FOX JEWELRY
HOAGLAND'S	STUART WEITZMAN
HOME BOUTIQUE OF GREENWICH	SWEATY BETTY
HOUSEWARMINGS	TERRA RISTORANTE
INTERMIX	THEORY
J.CREW	THREADS AND TREADS
J.MCLAUGHLIN	TORY BURCH
JOIE	VELVET
KATE SPADE	VILEBREQUIN
LETARTE SWIMWEAR	VINCE
LEXINGTON COMPANY	VINEYARD VINES
LILLIAN AUGUST FURNISHINGS + DESIGNS	WINSTON FLOWERS

SPECIAL THANKS TO
FIRST SELECTMAN PETER TESEI
AND THE TOWN OF GREENWICH
GREENWICH MAGAZINE | MOFFLY MEDIA

GoForPink is a series of events Breast Cancer Alliance dedicates to Breast Cancer Awareness Month in the Town of Greenwich.

GoForPink's mission is to bring the community together to raise awareness and critical funds to support Breast Cancer Alliance's goal of eradicating breast cancer.

As we enter Breast Cancer Awareness Month, it is a perfect time to acknowledge and applaud the progress already made and recognize all that still must be accomplished.

BREAST CANCER ALLIANCE is one of the most prominent private breast cancer organizations in the U.S., dedicated to funding innovative breast cancer research, promoting breast health through education and outreach programs and funding breast surgical fellowships. BCA has awarded over \$22 million in grants to date.

Learn more at BREASTCANCERALLIANCE.ORG



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