



## Ideas for Your Event Day

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Thank you for participating in Passionately Pink for the Cure and helping Susan G. Komen for the Cure fund research and community outreach programs that will move us closer to a world without breast cancer.

We encourage you to have fun! Be creative! Make the event an inspiring and educational day for all—a day to increase breast cancer awareness and a day to encourage advocacy.

You are more than welcome to make use of the following ideas. Or if you feel creative, develop unique ways to make the event a success and go Passionately Pink for the Cure!

### PICK YOUR PINK

Encourage participants to wear that “something” pink on the day of your event.

You can even choose a fun category that’s appropriate for your workplace, organization or group. Here are some suggestions:

Easy	Cool	Subtle	Zany	All Out	All Komen
Blouses	Sunglasses	Ribbons	Hawaiian shirts	Decorated hats	Purchase PPFTC shirts or hats - or other Komen for the Cure items
Shirts	Belts	Pins	Pink leis	Printed T-shirts	
Slacks	Bandanas	Socks	Bowling shirts	Custom buttons	
Skirts	Ball caps	Hankies	Tie-dyed tees	Complete outfits	
Jackets	Shoes	Jewelry	Sports jerseys		
Scarves		Ties			

### PLAY YOUR PART

The Passionately Pink for the Cure Celebrity Board – including Chief Passionista René Syler, Milwaukee Brewers’ Outfielder Bill Hall, Miss USA Rachel Smith, TV personality Carson Daly and Indy Pro Series Driver Sean Guthrie – are doing their part to support the program. We also need your support as part of the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.

Visit [www.passionatelypink.org](http://www.passionatelypink.org) and download all the tools you need to encourage participation and make your day a success. Items include registration forms, donation receipts, certificates of appreciation and a promotional poster.

Encourage everyone to get involved by adding fun, exciting and educational activities into your Passionately Pink for the Cure day with the following suggestions or your own ideas:

<p><b>Refreshments</b></p>	<p>Gather participants for a special breakfast including pink muffins and bagels, or host a lunch serving pizza, deli trays or go potluck. Don't forget the cran-orange juice or pink lemonade!</p> <p>Increase your donation by purchasing products made by Komen for the Cure's corporate partners to feature at your event: CHI-CHI'S® Salsa, General Mills, M&amp;M's®, Pepperidge Farm®, Republic of Tea, SunChips®, or Yoplait®. Have a fiesta at your local On the Border on a Thursday night in October or serve food from Boston Market's Catering for the Cure program.</p>
<p><b>Themes</b></p>	<p>Choose a theme for the day or a different theme for each floor or department, such as:</p> <ul style="list-style-type: none"> <li>• Dress as Passionately Pink for the Cure Celebrity Board look-alikes.</li> <li>• Be rock stars at your own Pinkpalooza and increase donations with turns at the karaoke machine!</li> <li>• Return to the '50s in white sports coat and pink carnations.</li> <li>• Hula for the moola with a "Pink" Hawaiian theme and dance-a-thon.</li> <li>• Hold a Pink-cathalon and compete in wacky "athletic" events like the 10-cubical dash.</li> <li>• Go black-tie or after-5 for High-O-Silver and request donations of \$25 in honor of Komen's 25<sup>th</sup> anniversary.</li> </ul>
<p><b>Activities</b></p>	<p>Motivate participants with group, department or organization-wide contests and challenges, such as:</p> <ul style="list-style-type: none"> <li>• Best Pink Outfit - Male and Female</li> <li>• Most Creative Use of Pink</li> <li>• Best Pink Office Decoration</li> <li>• Most Creative Use of Pink Ribbon</li> <li>• Highest Department Participation</li> </ul> <p>Hold a bake sale or craft sale in your building's lobby to increase donations.</p> <p>Challenge other organizations in your building to see who can achieve the highest donations.</p> <p>Honor breast cancer survivors, co-survivors and activists in your organization by holding the day in their name. Ask that person to send an e-mail or post a note to everyone in the company or group encouraging participation.</p> <p>Create a display board or page on your company Intranet for people to post messages or pledge donations in honor or in memory of someone with breast cancer.</p> <p>Partner with your local Komen for the Cure Affiliate to provide additional breast cancer information or a guest speaker. Call 1-800 I'M AWARE (1-800-462-9273) or visit <a href="http://www.komen.org">www.komen.org</a> to locate the Komen Affiliate closest to you.</p>

<b>Incentives</b>	<p>Motivate participants with special rewards or tokens of appreciation, such as:</p> <ul style="list-style-type: none"> <li>• Awards or special recognition for team captains with the highest participation.</li> <li>• A pizza or dessert party for the winning team.</li> <li>• A 100 percent organization-wide party for 100 percent participation.</li> <li>• Give items such as Passionately Pink for the Cure shirts, hats or mouse pads.</li> </ul>
<b>Sharing</b>	<p>Ask your company to match participant donations, and let people know their personal donations of \$5 or more will have twice the impact.</p> <p>Encourage participants to increase their donation with help from friends and family in exchange for a special recognition or a reward such as a luncheon or day of special parking privileges.</p> <p>Share photos and stories of interesting, touching or fun moments that happen during your event. E-mail your snapshots (in JPG format) and stories to <a href="mailto:passionatelypink@komen.org">passionatelypink@komen.org</a>.</p>

## **END BREAST CANCER**

Don't forget to ask for a personal donation of \$5 or more from each participant going Passionately Pink!

After your event day(s), mail your groups' donations to:

**Susan G. Komen for the Cure  
 Attn: Passionately Pink for the Cure  
 P.O. Box 660212  
 Dallas, TX 75266**

If you choose to send in your donations via UPS, please use our street address:

**Susan G. Komen for the Cure  
 Attn: Passionately Pink for the Cure  
 5005 LBJ Freeway, Suite 250  
 Dallas, TX 75244**

Seventy-five percent of all net proceeds will benefit national breast cancer research, and twenty-five percent will stay right in your community for local outreach programs in your area including education, screening and treatment.

Thank you for supporting Susan G. Komen for the Cure's promise to save lives and end breast cancer forever!