

Think Pink. Wear Pink. Give Hope

May 28

The Vera Bradley Foundation for Breast Cancer invites all Fort Wayne businesses to join us in helping Turn the Town Pink and raising funds for breast cancer research.

We are asking for your involvement in any or all of the following ways. Please call Sylvia Redden by May 15 at 625-5045 to confirm your participation and receive your support materials!

- 1** Collect Turn the Town Pink Donor cards at your place of business. Businesses that collect 50 or more donations (\$5 or more each) will receive a Vera Bradley tote bag to be used for a drawing to be held for donors. A personalized pink ribbon for each donation will be added to our downtown pathways .
- 2** Encourage your company employees to wear pink on Thursday May 28 Turn the Town Pink Day by sending an inner office e-mail (supplied to you by Vera Bradley Foundation) on Monday May 24 and again on Wednesday May 26.
- 3** Make a corporate Turn the Town Pink donation of \$100 or more by May 20 and receive a special sign to hang in the entrance at your place of business on May 28 Turn the Town Pink Day.
- 4** Do you serve direct customers? Hold a special Turn the Town Pink sales promotion. Vera Bradley Foundation can supply customized signage to communicate your involvement to customers.
- 5** Do you have storefronts? Decorate in pink for the week of May 24!

All corporate involvement will be promoted on turnthetownpink.org



Think Pink!

Turn Your Business Pink to Win Special Prizes!

Decorate your business street-front or store front:

- Hang Pink Lights
- Plant Pink Flowers
- Decorate with Sidewalk Chalk
- Hang Pink Balloons
- Make Pink Banners
- Hang or Display Pink Ribbons

Encourage Employees to get involved:

- Wear Pink (make it a fun day for the entire staff)
- Enjoy Pink Refreshments (pink lemonade, pink cupcakes, etc.)

Do Pink Activities

- Greet Parade Walkers with a Pink Lemonade Stand
- Promote Pink items (retail)
- Hold an art contest (in pink!)

Prizes: (To be judged by Vera Bradley marketing and design on May 28th)

Most Pink:

The business who displays the most pink (viewable from the street) on May 28th will win 20 Vera Bradley Pink Cupcakes totes, to be used as incentives or gifts. (not for resale)

Most Creative:

The business who displays the most creativity in supporting breast cancer research will win 10 Hope Garden stationery items to be used as incentives or gifts. (not for resale)

Most Participation in the Turn The Town Pink Campaign:

The business who involves the most people directly in the Turn the Town Pink campaign (measured by number of donations and dollars raised) will win a lunch and tour of Vera Bradley for up to 30 people.