

# REAL MEN WEAR PINK

BREAST CANCER AWARENESS MONTH



Last year, 8,458 women had their annual mammogram at HSHS St. Anthony's Women's Wellness Center. There were 186 biopsies performed and 120 individuals were diagnosed with breast cancer.

Mammograms play such a critical role in the early detection of breast cancer. Studies show that early detection can increase survival rates and treatment options.

HSHS St. Anthony's Women's Wellness Center offers the latest in 3D mammogram technology and with the SmartCurve system we can lessen the discomfort and anxiety associated with mammograms.

REAL MEN WEAR PINK serves to inspire everyone to encourage the women in your lives to **put themselves first** and schedule their mammogram by wearing pink on Fridays in October as a visible reminder.

Area businesses can also partner with HSHS St. Anthony's Foundation and join the effort to enhance breast cancer awareness. It's easy to participate.

***Won't you join us in honor of National Breast Cancer Awareness Month.***



LEARN MORE ON HOW TO PARTICIPATE! SEE REVERSE.

# REAL MEN WEAR PINK



***In honor of National Breast Cancer Awareness month, the HSHS St. Anthony's Foundation is encouraging local businesses to be part of the Real Men Wear Pink campaign to benefit the HSHS St. Anthony's Women's Wellness Center.***

Contributions from this year's campaign will be used to provide materials, supplies and resources for those individuals who have been diagnosed with cancer and are undergoing treatments.

## **Ways to participate:**

- Encourage employees to wear pink on Fridays in October.
  - » Hold a fundraiser among your employees to wear jeans and pink shirts on Fridays in October
  - » Sell t-shirts to support breast cancer awareness and permit employees to wear them on Fridays in October.
- Provide a financial contribution on behalf of your business or organization.
  - » Donate a portion of a product or service you offer during the month of October.  
*Examples: Jansen's Heating & Air's donation of a portion of every October service call, Indoor Air Quality Product, and a new complete heading/AC system install; and Pizza Man will donate \$1.00 for each Large Pizza sold on Tuesdays in October. (Jansen's Heating and Air will match Pizza Man's donation.)*
  - » Donate a portion of the proceeds from a raffle drawing.  
*Example: Roger's Home Appliance donation of portion of proceeds from raffle tickets sold for a Speed Queen washer and dryer.*

## **Need more information**

Contact Michael Wall, Director of Philanthropy at michael.wall@hshs.org or phone 217-347-1854



## **Real Men Wear Pink**

Breast Cancer Awareness Campaign  
HSHS St. Anthony's Memorial Hospital

Contact Name: \_\_\_\_\_ Business/Group Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Contact e-mail address: \_\_\_\_\_

We participated by offering the following special promotion: \_\_\_\_\_

Proceeds from this activity for the Women's Wellness Center are \$ \_\_\_\_\_

We would like to make a financial contribution to the Women's Wellness Center in the amount of:

\$25       \$50       \$100       \$250       \$500       \$1000       Other: \$ \_\_\_\_\_

***Thank you for your support of our ministry of healing.***

Checks can be made payable to "HSHS St. Anthony's Foundation"  
503 N. Maple Street, Effingham, IL 62401