

REAL MEN WEAR PINK

BREAST CANCER AWARENESS MONTH



JENNIFER
Breast Cancer Survivor

Last year, 8,418 women had their annual mammogram at HSHS St. Anthony's Women's Wellness Center. There were 158 biopsies performed and 66 individuals were diagnosed with breast cancer.

Mammograms play such a critical role in the early detection of breast cancer. Studies show 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 the SmartCurve system to lessen the discomfort and anxiety associated with mammograms.

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

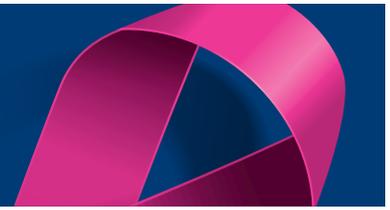
Area businesses can also partner with HSHS St. Anthony's Foundation and join the effort to increase awareness. It's easy to participate. See reverse to learn more.



HSHS
St. Anthony's
Foundation

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 treatment.

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.
Example: Jansen's Heating & Air's donation of a portion of every October service call, indoor air quality product and a new complete heating/AC system install.
 - » Donate a portion of the proceeds from a special event or activity.
Examples: Pizza Man will donate \$1 for each large pizza sold on Wednesdays in October and Jansen's Heating and Air will match Pizza Man's donation.
WCRC and Jeff Nalley are teaming up on October 5 for Mums for Moms. A variety of 10" mums will be for sale in the HSHS St. Anthony's Health Center parking lot.
 - » Donate a portion of the proceeds from a raffle drawing.
Example: Roger's Home Appliance is donating a portion of the proceeds from raffle tickets sold for a Speed Queen washer and dryer.

**Compliance with CDC and local health department guidelines for any fundraiser held where individuals will gather indoors is recommended.*

For more information, contact Michael Wall, director of philanthropy at michael.wall@hshs.org or 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