

REAL MEN WEAR PINK

BREAST CANCER AWARENESS MONTH



Last year, 8,349 women had their annual mammograms at HSHS St. Anthony's Women's Wellness Center. There were 157 biopsies performed, and 68 individuals were diagnosed with breast cancer.

As St. Anthony's Memorial Hospital celebrates 150 years of service to our community, we continue to remind everyone that mammograms play 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 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.

Area businesses can also partner with HSHS St. Anthony's Foundation in the effort to increase awareness.



LEARN MORE ON ABOUT 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.
Crossroads Bank invites their employees, for a donation to the Women's Wellness Center in support of Breast Cancer Awareness, to wear jeans on Fridays in October.
 - » 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.

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.

