



More than the color for breast cancer awareness, pink represents the promise between two sisters to find a cure for breast cancer. That promise started Susan G. Komen for the Cure® and ignited the passion of millions to create a world without breast cancer.

### **Help Susan G. Komen Madison Light the Town Passionately Pink! October 19, 20, & 21, 2007**

Passionately Pink for the Cure™ is an awareness and fundraising program that will take place in Madison on October 19, 20, & 21, 2007, in honor of Komen Madison's 10th Anniversary. It's a great way for you to show your support for the cause during National Breast Cancer Awareness Month. Passionately Pink for the Cure™ is an easy, creative program that will have everyone seeing pink everywhere you look – encouraging the people of Madison to get involved in the promise for the cure.

### **How You Can Participate:**

**Light your building or storefront PINK!** Display the pink lights in your window or on your building during the October 19<sup>th</sup> weekend (before and after is fine too!). Pick up or have a Paint Madison Passionately Pink kit delivered to your store or office. Email or call Jill at [jill@janusgalleries.com](mailto:jill@janusgalleries.com) or 444-7035 to find out how to obtain a kit. The kit includes:

- Strand of 100 pink mini-lights. (More are available.)
- Pink bracelets with the Komen-Madison web address.
- General Information on all the events taking place in Madison.
- A self-addressed envelope to mail in a \$10 donation to cover the cost of the lights.

**Take part in the Passionately Pink for the Cure™ awareness and fundraising campaign held on Friday October 19, 2007.** Businesses, corporations, friends & family, social & religious groups, schools, anyone in our community can register free online for your participation kit, then make a personal minimum \$5 donation and wear PINK for the day. Register for your free kit at [www.komenmadison.org](http://www.komenmadison.org). The kit includes:

- Posters to promote their day
- Participation booklets
- Breast health information
- Passionately Pink for the Cure™ pins

Local promotion is made possible by the generous support from: Adams Outdoor Advertising, Madison Magazine, channel3000.com, Full Compass, Midwest Family Network, Entercom, La Movida, Voz Latina, UW Athletics, Panera Bread Company.

Questions? Call our friendly volunteers:

Ellen Richter, 608-233-2470, Jill Lundberg, 608-444-7035, Laura Richards, 608-270-0699. Or log-on: [www.komenmadison.org](http://www.komenmadison.org)