

2018



October 5 - October 20

Hope is in the bag

Shop for Hope. Shop to Help.

During National Breast Cancer Awareness Month in October, Capital Health's nationally accredited Center for Comprehensive Breast Care is pleased to join forces with businesses and organizations in our community to raise awareness about the disease that affects one in eight women, and inform women about breast health and the importance of early detection.

With a focus on women-helping-women, **HOPE IS IN THE BAG**, an annual shopping and dining event that launched in 2014, supports women in our community whose lives have been touched by breast cancer. It has truly made a difference for many women. This year, **HOPE IS IN THE BAG** will take place from October 5 through October 20, and I invite you to participate in this important event.

In addition to raising vital funds for supportive services (such as wigs, transportation and medication) and to demonstrate our caring support for women living with this disease, **HOPE IS IN THE BAG** is beneficial to participating small business owners, based on potential plus business.

Capital Health will provide the following promotional support to all participants:

- Advertising in local media outlets, including *Bordentown Current, Ewing Observer, Hamilton Post, Hopewell Express, Hopewell Valley News, Lawrence Gazette, Lawrence Ledger, Princeton Echo, Princeton Packet, Robbinsville Advance, Times of Trenton, Town Topics, Trenton Downtowner, and West Windsor Plainsboro News.*
- Eco-friendly, reusable PINK shopping totes for your customers
- All related publicity materials — posters, flyers, lawn signs and postcards to promote the event in our community
- Social media with shared links to participating business
- Company logo and recognition on Capital Health website

Your active involvement in **HOPE IS IN THE BAG** is deeply appreciated and will mean so much to women in our community — perhaps even someone close to you — a sister, a mother, a friend, a neighbor, a customer. A registration form is included for your convenience. If you have any questions or need additional information, please reach out to Lauren Lavine, executive director of Development at Capital Health. Her e-mail is llavine@capitalhealth.org and phone number is 609.303.4345. We would appreciate receiving the completed form by Friday, September 14.

My sincere thanks, in advance, for playing a part in the **2018 HOPE IS IN THE BAG** campaign,

Lauren Lavine
Executive Director of Development
Capital Health



capitahealth

CENTER FOR
COMPREHENSIVE BREAST CARE



1 in 8 women will face a breast cancer diagnosis.