



October 2018

Find *your* way to goPINK

Since 2010, you've helped raise over \$185,000 to support 1,000 cancer patients.



The Smarter Choice for Care

 **MIDDLESEX HOSPITAL
CANCER CENTER**
Middletown • Westbrook



October 2018

The **goPINK Project** supports women facing breast cancer in our community. During the month of October, salons, businesses and schools come together to raise funds for the **Middlesex Hospital Cancer Center**.

Donations have totaled over \$185,000 since 2010 and cover the costs of integrative medicine therapy for patients, a complement to conventional treatment that focuses on the whole person – mind, body and spirit. Patients choose from yoga, Reiki, massage, reflexology, meditation and more.

Founded in 2010 by EG Salon in Middletown, CT, the project has grown to over 40 participating salons, businesses and schools.

In 2017, Middlesex Hospital opened a satellite Cancer Center in Westbrook at its Shoreline Medical Center. Shoreline patients now have access to radiation therapy, chemotherapy, and support services including integrative medicine, closer to home.

WAYS TO PARTICIPATE

Salons

Offer one or more of the following at your salon, anytime throughout October:

- Pink hair extensions (\$20 donation)
- Pink-dyed hair strands (\$20 donation)
- Signature Pink nail design
- Partner with a local school, club, group or business for a goPINK event at the salon or on location.

DIY Fundraising Ideas

Get creative, make it your own and have fun with it! Here are some ideas:

- Organize a raffle or pink bake sale
- Participate in the **goPINK** Fun Run on Sunday, September 30, 2018, at Middletown High School
- Donate a % of sales during a specific time/date
- Sell and display goPINK paper placards for \$1 donation
- Display a donation box at your business
- Buy/sell tickets or donate a raffle item for the goPINK party

Benefits of Participation

- Positive visibility through association with a local and worthy cause
- Name included on marketing materials
- Inclusion in social media outreach
- Increase traffic to your business
- Build employee morale

What We Provide

- An established turn-key project that makes it easy for your business to give back
- Fundraising paper placards
- Posters and/or Banners
- Outreach and promotion
- Do's and Don'ts for implementing the project at salons, plus training for stylists
- High quality real hair extensions and/or pink dye for salon participants

IN THE WORDS OF SURVIVORS

Even years after my initial diagnosis, I still turn to **integrative medicine** to heal physically, emotionally, and spiritually.

—Christine Willett,
Breast Cancer Survivor



I went for a **massage or reflexology** session before every chemo treatment and surgery to help myself relax and to find some 'me' time amongst my busy schedule. The staff is wonderful and welcoming

and invested in their patients' well-being.

—Sarah Atwell, Breast Cancer Survivor

I experienced pain and numbness in my hands and feet as a result of chemotherapy. I was referred for **acupuncture** therapy at Middlesex Hospital's Center for Integrative Medicine. After weekly treatments I noticed a tremendous change. Today my neuropathy is all gone.

—Kathleen Genovese, Breast Cancer Survivor



The nurse navigator suggested that I experience **massage or reflexology**. I started going once a week and continue to go today. Integrative medicine therapies are such a great addition to typical treatment.

—Cecilia Osborne, Breast Cancer Survivor

IMPORTANT DATES

Registration is Due

Friday, August 31, 2018

goPINK Fun Run/Walk

Sunday, September 30, 2018

9 – 11 a.m.

\$10 in advance, \$15 at the door.

Middletown High School athletic field
LaRosa Lane and Newfield Street,
Middletown

goPINK Party

Tuesday, October 9, 2018

6 – 8 p.m. Baci Grill, 134 Berlin Road
Cromwell, \$20/person includes music,
appetizers, wine & beer tastings and raffle
prizes. Free and easy parking.

100%

of the proceeds
support

women facing

breast cancer

in our community.

For more information and to get involved

Please contact, Kathleen Russo 860-358-6804
kathleen.russo@midhosp.org

Thank you to the 8th annual **goPINK** participants.



Middlesex Hospital's Cancer Center, accredited by the American College of Surgeon's Commission on Cancer (COC), provides the latest technology, treatment and clinical trials for a wide variety of cancers, with the personal touch of a nurse navigator.

Nationally Accredited Breast Center

Middlesex Hospital was the third, and remains one of only a select few, comprehensive breast care centers in Connecticut to receive accreditation from the National Accreditation Program for Breast Centers (NAPBC).

www.MHCancerCenter.org

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