



October 2019

CELEBRATING 10 YEARS OF SUPPORTING CANCER PATIENTS

Find *your* way to goPINK

Since 2010, you've helped raise more than \$215,000 to support 1,200 cancer patients.





October 2019

Honoring **Andrea M. Malon, M.D.**, for her years of service to patients and the community as a renowned breast and oncologic surgeon and medical director of Middlesex Health Cancer Center.

We're proud to celebrate the 10th anniversary of goPINK. Donations help cover the costs of integrative medicine therapy for all cancer survivors served by Middlesex Health Cancer Center, including those with breast cancer.

Integrative medicine complements conventional cancer treatment. It focuses on the whole person – mind, body and spirit, and can help many patients find relief from pain, neuropathy and other cancer-related symptoms. Patients who are cared for by Middlesex Health Cancer Center in Middletown and Westbrook can choose from acupuncture, reflexology, massage therapy and more.

Our generous community has donated more than \$215,000 to goPINK since 2010, which has helped more than 1,200 cancer patients receive free integrative medicine therapy.

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

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)
- Partner with a local school, club, group or business for a goPINK event at the salon or on location.
- Special event or raffle

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
- 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



HONORING

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Cancer Center.

IMPORTANT DATES

Registration is Due

Friday, August 23, 2019

goPINK Fun Run/Walk

Sunday, September 22, 2019

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 8, 2019

6 – 8 p.m. Baci Grill,

134 Berlin Road, Cromwell

Tribute to Dr Malon

100%

of the proceeds

support

cancer patients

in our community.

For more information and to get involved

Please contact, Kathleen Russo 860-358-6804

kathleen.russo@midhosp.org

middlesexhealth.org/gopink

gopinkproject.com



Thank you to the 9th annual goPINK participants.



Thank you!



Middlesex Health's Cancer Center, accredited by the American College of Surgeons 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 Health 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).





A BENEFIT FOR **Middlesex Health Cancer Center**

October 2019

REGISTRATION FORM

Due Friday, August 23, 2019

Business/Group _____

Contact Name _____

Address _____

Daytime Phone _____

Email _____

We plan to participate in the following ways . . .

_____ Organize a team for the goPINK Fun Run on Sunday, September 22

_____ Sell T-shirts (complete pre-order form)

_____ Salon stylists offer pink extensions during the following dates/times _____

_____ Donate a % of sales or special event (please provide details – date, time, etc.)

_____ goPINK paper placards (\$1 donation, display in business)

_____ Purchase tickets to goPINK Party (October 8 at Baci Grill, Cromwell, \$20 per ticket)

_____ Donate a raffle item for goPINK Party (please list item): _____

_____ Other _____

To register, or for more information, contact Kathleen Russo

Phone: 860-358-6804 **Fax:** 860-358-6568 **E-mail:** Kathleen.Russo@midhosp.org

STAFF ONLY T-SHIRT PRE-ORDER FORM

Due Friday, August 23, 2019



Business/Group _____

Contact Name _____

Daytime Phone _____

Email _____

Staff of goPINK participating businesses may buy T-shirts at cost (\$10/shirt). Payment due upon receipt.

WOMEN'S V-NECK LONG SLEEVE TEE

Quantity	Size
_____	XS
_____	S
_____	M
_____	L
_____	XL
_____	2XL



MEN'S CREW NECK LONG SLEEVE TEE

Quantity	Size
_____	S
_____	M
_____	L
_____	XL
_____	2XL



_____ Total x \$10 shirt = \$ _____ due upon receipt.

Cash or check payable to Middlesex Hospital

FAX OR EMAIL COMPLETED SIGN UP FORM TO:

Middlesex Health Philanthropy

Phone: 860-358-6804 **Fax:** 860-358-6568 **E-mail:** Kathleen.Russo@midhosp.org

Pick up shirts (and other supplies) September 19-20, 2019 at Middlesex Health, Community Relations Office, 55 Crescent Street, Middletown.

TO SELL T-SHIRT PRE-ORDER FORM

Due Friday, August 25, 2019



Business/Group _____

Contact Name _____

Daytime Phone _____

Email _____

Yes, Please reserve T-shirts for our business to sell. **Select from pre-set quantity below.**

WOMEN'S V-NECK LONG SLEEVE TEE — \$25

30 SHIRTS

Quantity	Size
_____ 3 _____	S
_____ 10 _____	M
_____ 10 _____	L
_____ 5 _____	XL
_____ 2 _____	2XL

10 SHIRTS

Quantity	Size
_____ 2 _____	M
_____ 4 _____	L
_____ 2 _____	XL
_____ 2 _____	2XL



SHIRTS: NO PAYMENT DUE UP FRONT FOR SHIRTS. Collect \$25 donation/shirt (\$15 supports the cause), return donations and unsold shirts.

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