



How To: **Pink** Your Business

How to Participate:

- Participation is **FREE**
- Businesses must sign up as a Pink Partner by **April 13, 2016** to be listed as a pink business on PaintTheTownPink.com and receive a kit.
- Sign up and learn more at PaintTheTownPink.com or call **855-PINK-411**
- **Kits will:**
 - Be delivered to you during the weeks of **April 18 and 25**
 - Available for pick-up from: _____ during the weeks of **April 18 and 25**

What Your Business Will Receive:

- A listing on the Web site if you **respond by April 13, 2016**
- Pink tote bag
- Educational material
- Sign for your counter about Paint the Town Pink and the Pink Fund
- Pink piggy bank
- Pink bows
- Window marker
- Window cling
- Poster for your window
- Small flag
- Employee buttons
- Instructions for donations
- Window contest instructions

Our Mission

Paint the Town Pink is a community-wide effort presented by Meridian Health to raise awareness of the importance of annual mammography.

Our Goals

- Encourage all women in our community, aged 40 and older, to have their annual mammogram
- Raise money to provide mammography to uninsured women in our community
- Make a difference in the lives of women in our community

Why we do it

Early detection is a woman's best defense against breast cancer.

PaintTheTownPink.com



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[@MeridianHealthNJ](https://www.instagram.com/MeridianHealthNJ)





Pink Your Business: Ideas

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- Jewelry shops can run specials on pink jewels
- Bars and taverns can feature specials with pink champagne or pink signature drinks
- Bakeries can run specials on pink cupcakes or cookies
- Restaurants can have special priced pink menus for the week
- You can offer special discounts or promotions to any customers wearing pink
- Restaurants can offer pink desserts for a special price
- Businesses can host a physician lecture and tie it to refreshments or makeovers or a special shopping pass
- Boutique and department stores can feature all pink clothes in the window and run a "Pink Tag Sale"
- Catering stores can run specials of 10% off all bridal or baby showers booked during Paint the Town Pink
- Music stores can offer 10% off all CDs by female artists or with the word pink in a song title
- Salons can offer half priced pink extensions, \$4 pink manicures, \$8 pink pedicures or 10% of any pink item
- Pet stores can run specials on pink dog or cat accessories or sell pink ribbon treats
- Bridal shops can offer specials on pink bridesmaid or wedding dresses
- Catering or gift shops can offer 10% off all pink baskets or special baskets for breast cancer survivors
- Local artists and art-oriented shops can help other store with their window decorations or can help us with the town event
- **Get creative! It's all about promoting what you do best!**

Visit PaintTheTownPink.com or [Facebook.com/PaintTheTownPinkNJ](https://www.facebook.com/PaintTheTownPinkNJ) to see past photos!