



# Paint the Town Pink

Raising Awareness of the Importance of Annual Mammography Since 2007

Everyone has a reason for getting involved in Paint the Town Pink. Encourage a woman in your life to get her annual mammogram and to include overall wellness in their lives. Here's how you can get involved:

- **Paint your Town Pink**
- **Pink your business or group**
- **Attend an event**
- **Share the mission**

By participating in any of these ways, you help us spread the very important message of how annual mammograms, overall wellness, and early detection saves lives. You also can help us raise money to provide wellness services including gynecological care, diagnostic care, and other wellness services to uninsured and underprivileged women in our community and throughout the **Hackensack Meridian Health Network** by visiting our donation link.

For more information about how to access and/or utilizing the Pink Fund, please contact one of our Women's Centers and a representative will walk you through the process. For more information visit [PaintTheTownPink.com/pink-fund](http://PaintTheTownPink.com/pink-fund).

**Hackensack Meridian**  
HEALTH  
[HackensackMeridianHealth.org](http://HackensackMeridianHealth.org)

## Our Mission

**Paint the Town Pink is a community-wide effort presented by Hackensack Meridian Health to raise awareness of the importance of annual mammography and over all women's wellness.**

For the past 10 years, Paint the Town Pink has encouraged women to get their annual mammogram. In 2017, we are asking women to go even further and care for their whole well-being.

Breast health is so important but it is only a part of ones well-being and whole self. There are so many big and small actions one could take to improve their state of well-being and overall health. So this year when scheduling a mammogram, include an annual wellness visit and commit to one positive change – whether that change be to be more mindful, walking more to improve heart health, or reevaluate the relationship one may have with food.

## Our Goals

- Encourage all women in our community, aged 40 and older, to have their annual mammogram
- To remind women to continue to put their overall wellness first in their lives
- Make a difference in the lives of the women within our community

## Why we do it

Early detection and improved state of well-being is a woman's best defense against cancer.

## How to Paint Your Town Pink

If you're interested in turning your town Pink please e-mail [PaintTheTownPink@hackensackmeridianhealth.org](mailto:PaintTheTownPink@hackensackmeridianhealth.org) or visit [PaintTheTownPink.com](http://PaintTheTownPink.com).

Like us! Tweet us! Share us!  
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# How to Pink Your Business

Everyone has a reason for getting involved in Paint the Town Pink. Encourage a woman in your life to get her annual mammogram and to include overall wellness in their lives. Here's how you can get involved:

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## How to Participate:

- Participation is **FREE**
- Businesses must register as a Pink Business **online** by **April 12, 2017** to be listed as a pink participant on **PaintTheTownPink.com** and to receive a kit.
- Each business will coordinate with your town Chief Well-Being Officer (CWO). Your CWO should let you know whether they are going to drop off your kit or if you should pick up your kit from a location of their choosing.
- Sign up at [PaintTheTownPink.com](http://PaintTheTownPink.com) or call **855-PINK-411**.

## What Your Practice Will Receive:

- A listing on the Web site if you **respond by April 12, 2017**
- Pink tote bag
- Educational material
- Sign for your counter about Paint the Town Pink
- Pink bows
- Magnet
- Pens
- Flag
- Window marker
- Window cling
- Instructions for donations

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[@MeridianHealthNJ](https://twitter.com/MeridianHealthNJ)

