



**It is once again time to plan our 7th Annual
EXPERIENCE PINK promotion coming up February, 2018.**

Any Kent County business or organization can take part in **EXPERIENCE PINK!**

Whether it's specials on pink diamonds, fundraising sporting events, a percentage of on-premise sales for a day, “pinking” your property, pink food & beverage tastings, cookie drives, etc., – the more creative, the better!!

And, while guest-focused promotions are great, don't forget about back-of-the-house / internal team campaigns: jeans day, spare change collection, pop can drive.

Planned events so far include a lecture series, special hotel packages, pay-to-wear-pink days at the office, a Pink Glove social media video, and so much more!

Our goal for 2018 is \$10,000.

To learn more about **EXPERIENCE PINK and how you can get involved, please contact:**

Jen Henkel - Director of Donor Relations at Susan G. Komen Michigan
O: (616) 752-8262 x.2011 | C: (616) 862-2079 | jhenkel@komenmichigan.org

Experience PINK

YES! Our business or organization is interested in hosting an EXPERIENCE PINK activity – which we'd love for you to help promote. Here are all the details:

Contact Name _____

Business/Organization Name _____

Contact Phone _____

Contact Email _____

Business/Organization Website _____

Description of Event _____

Cost for Public to Attend/Participate _____

Percentage of Funds Being Donated Back to Susan G. Komen

(if this is a free event, please indicate if you'll be collecting donations) _____

Please note that all funds collected must be submitted to the Experience Pink Committee by March 1, 2018.

Questions?

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