



In mid-September we will be dedicating the NC Cancer Hospital – an impressive, state-of-the-art facility dedicated to bringing improved cancer care to the people of our community and all of North Carolina. To celebrate the hospital opening and bring increased awareness to UNC’s cancer treatment and prevention programs, we want to create a network of community partners!

We would like to invite you to join our Community Partners Program for a special month-long promotion during the month of October. We want to involve people in and around Chapel Hill/Carrboro to help us “Turn the Town Pink” in conjunction with our signature *Tickled Pink* events.

The Carolina Inn has agreed to “kick-off” this month long community effort by donating a portion of their proceeds from the October 2nd “Fridays on the Front Porch” to *Tickled Pink*. In addition to The Carolina Inn, West End Wine Bar and Chapel Hill Sportswear are also going to join us for this special campaign. We will end the month at the Pope Box at Kenan Stadium with our *Tickled Pink* luncheon on Tuesday, October 27th and our *Tickled Pink* evening event on Wednesday, October 28th.

Can we count on your business to participate in the fight against cancer with a special promotion to benefit UNC Lineberger during the month of October? Be creative – maybe designate the proceeds from a special menu item, highlight a particular item(s) during the month and/or show your support by turning your window display pink to help promote the cause! Our goal is to involve at least 25 Partners this year and we hope you’ll consider being one of them!

All proceeds from our Community Partners Program and *Tickled Pink 2009* will provide direct support to cancer patients and their families through our Patient and Family Resource Center. Your partnership will help provide valuable services to cancer patients, such as educational materials, cancer support groups, assistance for economically stressed patients, individual and family counseling, hats and wigs, massage therapy, and nutrition counseling.

In addition to the satisfaction of providing direct support to cancer patients, our Community Partners will receive recognition as outlined on the enclosed benefits form. Each Partner will also receive a window cling so that you can proudly show patrons that you are a Community Partner and supporter of UNC Lineberger and the NC Cancer Hospital.

Help us “Turn the Town Pink” this October! Please complete the enclosed form and fax it to 966-8030. Should you wish to discuss this exciting opportunity, please contact Mary Seagroves at 966-5905 or at mary_seagroves@med.unc.edu.



- Recognition in program to be distributed at both Tickled Pink events to more than 500 attendees
- Listing with embedded link on website www.unclineberger.org
- Inclusion on our web-based calendar highlighting your company's participation
- Invitations to future educational and networking events
- Electronic updates will be sent throughout the month of October showcasing Partner participation
- UNC Lineberger/NC Cancer Hospital window cling to display your support
- Tickled Pink display "kit" to use with a storefront or in-store display
- Media acknowledgment for Community Partners in Chapel Hill newspaper
- UNC Lineberger newsletter subscription

_____ YES! We would like to participate as a Community Partner, please contact us to discuss how we can help.
_____ No thank you.

Contact Information

Company _____

Contact Name _____

Phone # _____ Email _____

Address _____

Address _____

For more information or questions, contact Mary Seagroves at 919-966-5905 or mary_seagroves@med.unc.edu

(Form may be faxed to Mary Seagroves at 919-966-8030)