

October 2023

Donations to goPINK 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.

Our generous community has donated more than \$395,000 to goPINK since 2010, which has helped more than 2,100 cancer patients receive free integrative medicine therapy. Founded in 2010 by EG Salon in Middletown, Connecticut, the project has grown to include participating salons, businesses and schools throughout Middlesex County.

There are several ways you can participate in goPINK including **What The Duck?** and the **Downtown Waddle**.

What is What The Duck?

It's a fundraiser for goPINK+, where businesses, families and groups donate to receive a wood duck to decorate. The completed ducks will be displayed in downtown Middletown and throughout Middlesex County for viewing and voting by the public.

The Downtown Waddle

This kick-off event for goPINK partners with businesses along Main Street in Middletown, CT. Buy a ticket to explore the participating restaurants and shops for an exclusive treat or discount, while supporting cancer patients.

For more details go to:

**[MiddlesexHealth.org/
goPINK](https://MiddlesexHealth.org/goPINK)**



M+ Middlesex
Health
Cancer Center

#WhatTheDuckCT

IMPORTANT DATES

Registration is Due

Friday, August 18, 2023

WHAT THE DUCK

October 1 - 30, 2023

Decorated ducks in downtown Middletown
and Middlesex County

Downtown Waddle

goPINK Kickoff Event

Wednesday, October 4, 2023

3 – 8 p.m.

Main Street, Middletown

WAYS TO PARTICIPATE

DIY Fundraising Ideas (Businesses/Schools/Teams)

Get creative, make it your own and have fun with it! Here are some ideas:

- Organize a raffle or pink bake sale
- Donate a % of sales during a specific time/date
- Sell goPINK merchandise in your business (Socks)

What The Duck?

- Donate and decorate a duck for display in downtown Middletown or Middlesex County

Downtown Waddle - goPINK Kickoff Event

- Purchase a ticket(s) to the Downtown Waddle (Make it a staff party!)
- Offer a special promotion, food or drink special, or discount during the event

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
- Organize a special event or raffle
- Sell goPINK merchandise in your business (Socks)

Schools/Teams

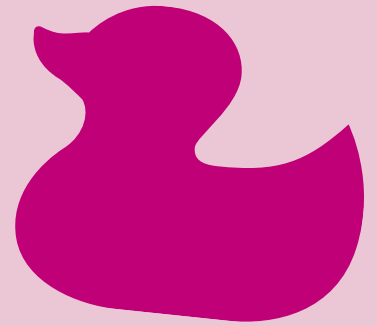
- goPink game
- Sell soccer socks
- Dress down days

Benefits of Participation

- Positive visibility through association with a local charity in our community
- Name included on marketing materials
- Inclusion in social media and marketing outreach
- Build employee morale

What We Provide

- An established turn-key project that makes it easy for your business to give back
- Posters
- Outreach and promotion



100%
of proceeds
support
cancer
patients
in our
community.

**For more information
and to get involved,**
please contact:
860-358-4065
SallyAnn.Lee@midhosp.org

MiddlesexHealth.org/gopink



A BENEFIT FOR **Middlesex Health Cancer Center**

October 2023

REGISTRATION FORM


Due Friday, August 18, 2023

Business/Group: _____

Contact Name: _____

Address: _____

Daytime Phone: _____ Email: _____

Social Media Tags (for recognition):  _____



We plan to participate in the following ways . . .

_____ Participate in "What the Duck" and decorate a duck for display in downtown Middletown or Middlesex County (See attached form)

_____ Participate in the Downtown Waddle (See attached form)

_____ Sell goPINK socks (Please complete attached order form)

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

_____ Purchase tickets to Downtown Waddle (October 4, along Main Street, Middletown \$25 over 21, \$10 under 21/ designated duck)

_____ Other _____

To register, or for more information, contact Sally Ann Lee

Phone: 860-358-4065 **Fax:** 860-358-6568

E-mail: SallyAnn.Lee@midhosp.org



The Smarter Choice for Care

**Middlesex
Health**
Cancer Center