



Breast Cancer Awareness Campaign Fact Sheet for Businesses

Background:

In its fifth year, the 2015 Pink Flamingo Flocking campaign, named “Flock Cancer,” is designed to raise awareness about breast cancer and has the goal of raising at least \$7,000 for the YWCA of North Orange County Early Breast Cancer Screening Program that serves more than 5,000 uninsured women in Orange County annually.

What is it?

A flock of 20 pink flamingos and a sign that says “Flock Cancer. Proud Sponsor of the Pink Flamingo Campaign to Fight Breast Cancer.” are placed at businesses throughout North Orange County. The flamingos perch for 24-48 hours then migrate to another location identified by a colleague, local business, friend, or family participating in the program. (See enclosed photo collage of businesses that sponsored the event in 2014 to give you an idea of what to expect.)

Sponsoring business also receive a pink flamingo window decal that shows customers they are actively supporting local programs that provide early breast cancer screenings for medically underserved or uninsured women. A sample decal is enclosed.

When?

October 1 through November 30.

Who manages the flock?

YWCA NOC data manager Christina Medina fields calls and tracks the flamingo flocks. A volunteer team from the YWCA manages the flocks, placing and moving them, along with selected board members who flock commercial areas in North Orange County.

What does it cost to participate?

There are three options: Donate **\$100** or more and 20 pink flamingos will land at your business to greet guests, along with a window decal that will show your support! Donate **\$50** to help 20 flamingos find their next stop. Purchase “Flock Blocking Insurance” by donating **\$25**. All donations are tax deductible through YWCA NOC Federal Tax ID Number 95-1687482.

How do I submit my information form?

Fax your information form, attention Christina Medina, to (714) 871-4709 or email it to datamanger@ywcanoc.org.

Who do I refer questions to?

Refer questions by calling Christina Medina, YWCA data manager, at (714) 871-4488 ext. 209, or Diane Masseth-Jones, YWCA executive director, at (714) 871-4488 ext. 200.