



## Breast Cancer Awareness Campaign Fact Sheet for Residents

### 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.

### 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?

Donate **\$50** to host 20 flamingos on your lawn or help them find their next stop on the lawn of a friend or family member. 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](mailto: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.