

August 10, 2009

Dear BCRC Friend,

Help us to launch Breast Cancer Awareness Month 2009 in style by participating in the 5th Annual "In the Pink" Fashion Show's Floral Centerpiece Competition!

"In The Pink" is an inspirational celebration of the strength, beauty and spirit of breast cancer survivors, and the courage and compassion of their support network. Stunning fall and winter fashions from the Princeton area's finest retailers will be modeled by breast cancer survivors together with their husbands, children, friends and medical providers – a moving reminder of the unified team that supports each woman as she battles this disease. "In the Pink" is also the YWCA Princeton Breast Cancer Resource Center's signature awareness and fundraising event. 100% of the proceeds will go to support BCRC's free programs and services for breast cancer patients and survivors including support groups, wellness activities, a peer support network, a resource library, and a wig & prosthesis bank.

We invite you to donate one or more floral arrangements, created in various shades of pink, to serve as unique table centerpieces for this special evening. Each arrangement will be judged by an "In the Pink" VIP according to pre-set criteria, and be given away as a table prize to a lucky guest at the end of the evening. More than one entry per florist is allowed and encouraged!

Specifications for individual floral centerpieces:

- No larger than 12" X 12" X 12"
- Primarily shades of pink
- Include a business card or very small sign to tastefully display in/by arrangement

Judging criteria for individual floral centerpieces:

- Creativity / Originality
- Use of Pink Theme
- Degree of Difficulty
- Overall Impact

Participation by Floral Centerpiece Contestants will be acknowledged in the following manner:

- Listing on event webpage and in program book
- Group and winner acknowledgement during table prize giveaway
- Acknowledgment in *The Source*, BCRC's semi-annual newsletter

When you decide to join "In the Pink" as a participant in the Floral Centerpiece Competition, simply complete the attached form and fax or mail it to BCRC. If you have questions, please contact us.

Yours sincerely,

Kara Stephenson
Director, Breast Cancer Resource Center
609-497-2100 ext. 346
kstephenson@ywcaprinceton.org

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YWCA Princeton Breast Cancer Resource Center (BCRC)

celebrates

National Breast Cancer Awareness Month 2009

with the

5th Annual "In the Pink" Fashion Show & Silent Auction

October 2, 2009 • 6-9pm • Westin Princeton at Forrestal Village

"IN THE PINK" FLORAL CENTERPIECE COMPETITION ENTRY FORM

YES, my company would like to enter the floral centerpiece competition.

Company: _____

Contact Name: _____ Designation: _____

Floral Designer's Name (if different than above): _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web Site _____

Please provide a brief description of the arrangement you are entering:

Estimated Value: \$ _____

Please plan on delivering your entry by 4:30 PM, Friday, October 2, 2009 to:

Ballroom, Westin Princeton at Forrestal Village, 201 Village Boulevard, Princeton, NJ 08540

If alternate delivery arrangements are required, please contact BCRC by September 24, 2009.

Fax this form to: 609-497-1211, Attn: Laura Martin or mail to:

Breast Cancer Resource Center, YWCA Princeton, 59 Paul Robeson Place, Princeton, NJ 08540.

** An in-kind donation tax form will be provided for each entry.*