

# Welcome Partner!

*Thank you for supporting Shape's nationwide initiative to raise awareness and funds on behalf of The Breast Cancer Research Foundation. Your facility's commitment is greatly appreciated!*

## Now that you are signed up, all you have to do is:

1. Designate one or more of your Pilates classes as a special "Pilates for Pink" class through the month of October 2010.
2. Invite members to donate \$10 or more to The Breast Cancer Research Foundation to participate, with a goal of raising \$250 from each participating class.

## Your Pilates for Pink Kit

We've prepared some special materials to help you promote your Pilates for Pink class:

- **Counter Card/Flyer:** print and display this sign at the front desk announcing the Pilates for Pink class. Make copies to post on your facility's front door, café, locker rooms, bathroom stalls or wherever you like.
- **Pledge/Sign-up Form:** print and post this form outside the class location for members to sign-up and commit to their donation.

## Your Partnership Rewards

As a special "thank you" for joining, Shape will post your facility's name, address and contact information on our official Pilates for Pink website, [www.pilatesforpink.com](http://www.pilatesforpink.com). The website is promoted in Shape magazine and will reach millions of health- and fitness-conscious consumers.

In addition, if your club raises \$250 or more by October 30, 2010, we'll send you a special Pilates for Pink prize as reward for your extra hard work!

## Your Continued Support

If you have additional questions, please send an email to [P4P@shape.com](mailto:P4P@shape.com). We look forward to having you join Shape magazine in this momentous endeavor. Together, we can work out for a cure!

Sincerely,



Brian Gruseke  
Publisher, Shape







# Participant Information

If you would like to receive more information about The Breast Cancer Research Foundation please write your name and contact information below.

YOUR NAME

ADDRESS

CITY STATE ZIP

PHONE

EMAIL

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# Workout to help fight breast cancer

## *Support The Breast Cancer Research Foundation*

Workout to help fight breast cancer by bringing a \$10 donation to our special Pilates for Pink class!

Please bring your personal check, money order or receipt for online donation of \$10 or more to the class. Make checks payable to The Breast Cancer Research Foundation or donate online at [www.bcrfcure.org](http://www.bcrfcure.org).

**Date:** \_\_\_\_\_

**Time:** \_\_\_\_\_

**Where to sign up:** \_\_\_\_\_

For more information about Shape magazine's Pilates for Pink program, log on to **[PilatesforPink.com](http://PilatesforPink.com)**.

## **About The Breast Cancer Research Foundation**

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c)(3) organization dedicated to funding innovative clinical and translational research. Last year, more than 88 cents of each dollar donated to the Foundation went directly to breast cancer research and awareness programs. Since its inception, the Foundation has raised more than \$285 million to support research at medical institutions across the globe conducting the most advanced and promising breast cancer research that will help lead to prevention and a cure in our lifetime. In October 2009, BCRF awarded nearly \$28.5 million to 173 researchers across the United States, Canada, Latin America, Europe, the Middle East, and Australia. Breast cancer is the most common form of cancer (after skin cancer) in women in the United States. The American Cancer Society estimated that in 2010, 207,090 new cases of invasive breast cancer would be diagnosed in the United States and over 40,000 women would die from the disease. The chance of dying from breast cancer is about 1 in 35. A number of important advances in breast cancer treatment announced over the past two years—including the discovery of new genetic risk markers for breast cancer, and the publication of a study demonstrating that low levels of Vitamin D are associated with increased risk of breast cancer—were made possible in part by grants from BCRF. The Foundation has received exceptional recognition from several organizations that monitor and provide comprehensive, unbiased information on charities. Most notably, The American Institute of Philanthropy has awarded BCRF with its highest rating, "A+." BCRF is the only breast cancer organization to receive this accolade; indeed, we are the only cancer organization to currently hold this ranking. The Foundation welcomes and depends on contributions from all those concerned with women's health. Working together, we know we can find a cure in our lifetime. For more information about BCRF, visit **[bcrfcure.org](http://bcrfcure.org)**.



# DONATION FORM

Please fill in the information below and send it along with your check(s) to the address below by November 20, 2010.

## The Breast Cancer Research Foundation

Attn: Lori Shapiro

60 E. 56th Street - 8th Floor, New York, NY 10022

lshapiro@bcrcure.org | 646.497.2616

\_\_\_\_\_  
YOUR NAME

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
ORGANIZATION/GYM NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

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ZIP

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DONATION BREAKDOWN

\$ \_\_\_\_\_ RAISED THROUGH OUR PILATES FOR PINK CLASS

\$ \_\_\_\_\_ ADDITIONAL FROM \_\_\_\_\_

TOTAL AMOUNT ENCLOSED: \$ \_\_\_\_\_