



Instructions for hosting a Pilates for Pink class in your health club or Pilates studio

Shape magazine invites health clubs and Pilates studios to participate in Pilates for Pink—a nationwide awareness campaign and fundraising initiative on behalf of The Breast Cancer Research Foundation.

Through the month of October 2008, we invite you to designate one or a few Pilates classes at your facility as “Pilates for Pink” fundraising classes. With a goal of raising \$250 from each participating facility, we invite you to ask your members to donate \$10 or more to The Breast Cancer Research Foundation to take part in this special class.

HERE'S HOW IT WORKS:

1. Sign up your facility by sending an email to P4P@shape.com with:

**THE NAME OF YOUR CLUB
THE CLUB MAILING ADDRESS
CLUB PHONE NUMBER
CLUB EMAIL (OR YOUR EMAIL)
YOUR NAME AND TITLE**

2. Shape will email you an official Pilates for Pink promotional kit—containing materials that you can print and display in your club or studio. Your kit will include:

- **Official Pilates for Pink Promotional Counter Card/Flyer**

This counter card will prominently promote the date and time of the class, and invite members to take a flyer for more information. Simply fill-in the date and time of your special class, put it in a frame and display it at the front desk. Don't forget to make copies to distribute as flyers all throughout your gym.

- **Official Pilates for Pink Pledge/Sign-up Form**

This form will record all of the participants in your Pilates for Pink class(es). Post it at the front desk or outside the class studio as the official “sign-up” form for the class.

- **Qualify to Get a Free Pilates for Pink Prize!**

If your club reaches \$250 or more in pledges by October 30, 2008, we'll provide a special Pilates for Pink gift to reward your extra effort. Send a copy of the Pledge/Sign-up form and size (S, M, L) to: Kristine Scichilone, Shape magazine, 1 Park Avenue, 10th Floor, New York, NY 10016.

3. Host your Pilates for Pink class. This will be a typical Pilates class regularly offered by your club or studio. We invite your instructor to dress in pink for the occasion! Participants will be asked to bring their \$10 donations to the class in one of two forms:

a) **Check/Money Order.** Payable to The Breast Cancer Research Foundation.

b) **Credit Card Receipt.** Participants may go online to bcrfcure.org and donate with their credit card. Participants can bring the printed receipt to the class.

4. Mail your completed Pledge Pack with all checks and receipts for online donations by November 14, 2008 to:

**PILATES FOR PINK, THE BREAST CANCER RESEARCH FOUNDATION
Attn: Julie Orchier
60 EAST 56TH STREET, 8TH FLOOR
NEW YORK, NY 10022**

5. Post your total donation! Put a sign up at your front desk celebrating the contribution from your club and its members.

FREQUENTLY ASKED QUESTIONS:

Does my facility get any special promotion for participating?

Yes! If your facility signs up to promote Pilates for Pink by sending an email to P4P@shape.com (see instruction #1), Shape magazine will post your facility's name, address and contact information on our Pilates for Pink web site—PilatesforPink.com. This site will be promoted in Shape magazine to millions of readers!

What if one of my members wants to donate cash?

Please do not collect cash donations. Please encourage your members to go online to bcrfcure.org to make a credit card donation in lieu of cash.

Can members donate more than \$10?

Of course! Please encourage your members to give as much as they can to this worthy organization. 85% of all funds raised go directly to breast cancer research grants and awareness programs.

What if my facility records more pledges than we collect in donations?

Your facility will not be held accountable for members who pledge and do not donate. Just collect as many donations as you can and send them to The Breast Cancer Research Foundation with your club's completed Pledge/Sign-Up Form. Every dollar counts, and we're thrilled that your facility is participating.

What if someone forgets to bring their donation or receipt on the day of the class?

We respect your relationship with your clients. If one of your members forgets to bring their donation or receipt to the class, please encourage them to mail their donation directly to The Breast Cancer Research Foundation. You do not need to prevent them from taking the class.

Please Note: Since services were provided, this donation is not tax deductible for members. If your club or facility makes a donation in addition to the donations pledged by your members, your facility may be eligible for a tax benefit.

Thank you! If you have any additional questions, please email them to P4P@shape.com.

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