2012 Care Enough to Wear Pink Campaign Going Strong!

PRESS RELEASE

FOR IMMEDIATE RELEASE

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2012 CARE ENOUGH TO WEAR PINK CAMPAIGN GOING STRONG

GREAT FALLS, Montana – The 2012 Care Enough to Wear Pink Campaign is off to a strong start. The community is reminded to purchase a shirt this weekend at the What Women Want Expo being held at the Montana ExpoPark. Shirts will continue to be available for $20 throughout the month at various community locations. Buy yours before they sell out! Proceeds from the t-shirt sales benefit local charities including - Benefis Health System Foundation, Benefis Sletten Cancer Institute and Women Against Breast Cancer.

Residents are encouraged to get involved in the campaign by helping design the logo for next year's Care Enough to Wear Pink t-shirts. Submissions will be accepted starting now through Friday, April 26, 2013. The top 5 designs will be placed on the Great Falls Fire Fighters Facebook page, and voted on by the community. The design with the most "votes" will be used in next year's Care Enough to Wear Pink campaign. The complete contest rules can be found online at facebook.com/greatfallsfirefighters.

Care Enough to Wear Pink shirts can be found at the following locations:

• What Women Want Expo – Friday, October 12 & Saturday, October 13
• Peak Health and Wellness – 1800 Benefis Court
• Benefis Sletten Cancer Institute – 1117 29th Street South

• The Shops at Benefis (East & West Campuses)
• Blue Rose – 419 Central Avenue
• Kaufman's Menswear – 411 Central Ave

Care Enough to Wear Pink is a national campaign supported by the International Association of Fire Fighters. To learn more about the local 2012 Care Enough to Wear Pink Campaign contact David Van Son, IAFF Local #8 President at 406-868-2643.

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Supporting Documents

Press Release - 2012 Campaign Off to Strong Start (272 KB) (PDF)

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