



We invite you to join us this September for **Keepin' It Teal**, a She ROCKS campaign to raise awareness of, and vital funding for, ovarian cancer. With the help of our partners (both businesses and individuals), we are going to **keep it teal** and keep it real by displaying the color **teal** to show awareness and support for She ROCKS and ovarian cancer patients!

The facts:

- The American Cancer Society estimates that in 2023, nearly 20,000 women will be newly diagnosed with ovarian cancer and about 85% will be diagnosed at late stage.
- Ovarian cancer ranks fifth in cancer deaths among women.
- Because the symptoms are vague and there is no screening, most women are not diagnosed until the cancer is in an advanced stage and the prognosis is often dire.
- Ovarian cancer and breast cancer are linked, in that a woman who has a strong family history of breast cancer or ovarian cancer has greater risk of developing either type.

If you have ovaries, or love someone who does, knowledge of ovarian cancer is vital. Please help us spread awareness of the signs and symptoms and raise money for the groundbreaking, life-saving research that is ongoing at UNC Lineberger Cancer Center. This research not only supports advanced treatment options, but also works toward developing a screening tool that will allow for earlier diagnosis. A portion of the funds raised will also provide patient support for those actively fighting ovarian cancer in our communities.

We have materials and several concepts for how you can participate in **Keepin' It Teal**, and we will assist you every step of the way. The second page of this letter includes a list of materials that we have prepared for the **Keepin' It Teal** campaign. As a participant, your choice of these materials will be provided at no cost to you.

Additionally, we ask you to consider these ideas to enhance your support:

- Create an in-store display of **teal** merchandise
- Donate an item or experience to the Triad Dinner Event silent auction
- Join our volunteers for **Teal Tuesdays** and rock your **teal** outfit or awareness ribbon (and encourage your staff to do so as well!)
- Provide a donation jar for your customers donate to She ROCKS
- Use **teal** lighting to highlight your selection of She ROCKS awareness materials

We would love to work with you to brainstorm additional ideas. Please feel free to contact us with any questions you may have. Thank you for your consideration, and for helping us to paint the Triad **teal** this September. You rock!

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## Available Campaign Materials



18x24 Double-Sided Yard Signs



Removable Window Cling



Framed QR Code to She ROCKS Website



Brochures and Symptom Cards

Teal Ribbons



Keepin' It  
*teal*  **SHE  
ROCKS**  
Research Ovarian Cancer Knowledge Support

Teal Display Inspiration

