



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 2025, more than 20,000 women will be newly diagnosed with ovarian cancer and about 80% will be diagnosed at late stage.
- Ovarian cancer ranks eighth 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 Event 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!

Contact Information:

Martha Pfeiffer
336.402.7214
mcpfeiffer91@gmail.com

Kasey Stone
336.456.8828
kasey.stone@clerestorydesign.com



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 Participant Form

Business/Individual Name: _____

Address for Delivery/Pickup: _____

Contact Person: _____

Email: _____

Phone: _____

Will you join us and pick up your materials at the KIT Kickoff Party on Thursday, August 21 (4:30-6:30pm, at 402 Parkmont Drive) instead of having them delivered? Yes _____ No _____

We are only able to deliver materials in the greater Triad and Wilmington areas. If you live outside these areas and still wish to participate, please email info@she-rocks.org to discuss options.

Please indicate below how many of each of the campaign materials you would like provided to you for the month of September.

_____ 18 x 24 Double-sided Yard Signs (may be a mix of the general sign and ovarian cancer facts – please note how many you have space for and we will provide the types)

_____ Removable Window Cling (for use on your car or store window)

_____ Framed QR Code (5 x 7)

_____ Brochures

_____ Signs & Symptoms Cards

_____ Teal Ribbons (real ribbons with safety pins)

_____ Teal Ribbon Stickers

I would like to be contacted about scheduling an "add-on" event, such as a give-back night, at my business. **Yes** _____ **No** _____

Please note: some materials, like yard signs, we will collect after the month ends. Please save any leftover or reusable materials for us. We will contact you to arrange a pickup in early October.