



Greetings from the Bothwell Foundation!

Go PINK with us in October! The Bothwell Foundation is hosting its second annual Pinktober Campaign to raise funds and awareness of breast cancer in our communities. Each year, Bothwell performs over 5,000 mammograms and approximately 7-10% of those mammogram patients will need additional testing. The Bothwell Foundation is raising funds to purchase a Stereotactic Breast Biopsy System to enhance our current breast cancer detection capabilities. A Stereotactic Breast Biopsy System is used to determine if a lump or abnormality is benign or cancerous.

While we've used a Stereotactic Breast Biopsy System here previously, it's a portable system that's only here part-time. Having this system at Bothwell full-time **will unlock** the means to quicker diagnoses for those women who may have breast cancer. It will also provide faster results and relief for those who do not.

You can help **be the key** that will allow women these quicker test results. We respectfully request that you consider participating in the 2018 Pinktober campaign that will help us toward our goal of raising \$300,000 for a Stereotactic Breast Biopsy System and greater success at earlier detection and treatment of breast cancer.

By participating in the 2018 Pinktober Campaign, you will not only raise awareness and valuable funds that will help us **open the next door** to improve healthcare in Sedalia, but also receive benefits to your organization:



Your company will be listed on Bothwell Foundation's 2018 Pinktober website

Mentioned in the Bothwell Foundation's social media posts

Listed in our winter newsletter as a company that gives back to its community

We hope that you will consider joining us and other area businesses in Pettis and Benton County this October by going "pink" with us. To participate in 2018 Pinktober activities, please complete the enclosed form and mail to Bothwell Foundation, 601 E. 14th Street, Sedalia, MO 65301 or email LThiel@brhc.org.

Thank you for considering our invitation to join us for Pinktober. I hope to hear from you soon.

With great thanks,

A handwritten signature in black ink that reads "Lauren Thiel".

Lauren Thiel
Director, Bothwell Foundation



Sign-Up Form

Yes! I want to participate in the Bothwell Foundation 2018 Pinktober Campaign!

I am unable to participate this year, but I would like to make a donation.

Contact Name

Title

Company *(As you would like it to appear in marketing materials)*

Address

City / State / Zip

Telephone

Email

Pinktober Information

Event/Planned Activity

Date(s)

Would you like us to provide awareness materials for you to hand out? Yes No

Quantity _____

Would you like a representative from the Bothwell Foundation to be present? Yes No

Event/Activity Details _____

Please return form by September 28 to ensure delivery of materials and be included in marketing materials.