



SARATOGA SPRINGS IS STRONGER TOGETHER

IN THE FIGHT AGAINST BREAST CANCER



October is Breast Cancer Awareness Month, and the DBA has teamed up with the American Cancer Society's **Real Men Wear Pink** campaign to spread awareness. We want to turn the City **PINK**--but we need your help!

Businesses who partner with us in this effort will be featured on DBA and ACS social media channels throughout the month of October.

Interested? Review the following options and reach out to kim@saratogaspringsdowntown.com to learn more details!

1. Turn your storefronts PINK

Get creative and **think pink!**

Our ideas:
feature your pink
clothing/products/accessories,
hang pink ribbons, shine a pink
light,
pink backdrop, etc.

2. Sell 'Stronger Together' shirts*

Look familiar?!
We brought back our
"Stronger Together"
logo, this time for the
fight against breast
cancer! Sell the shirts in
your store, and all
proceeds will go directly
back to ACS.

**STRONGER
TOGETHER**



3. Donate to the raffle

Donate a raffle prize or gift
certificates for the annual PINK
fundraiser at Kings Tavern on
10/29.

4. Hold your own fundraiser

Our ideas:
-Pick a day to offer a percentage
of proceeds to support the cause.
-Choose a product of your own
and donate proceeds for each
item sold.

5. ANYTHING ELSE?!

Have ideas of your own? Share it with us!

***Must reach out to kim@saratogaspringsdowntown.com if you are interested in selling Stronger Together shirts.**