

JOIN US AS A

# *Pink Pumpkins Hero Partner*

Be someone's hero and contribute to the American Cancer Society as we join together to end cancer as we know it. By joining the Pink Pumpkins campaign, you will see benefits through Breast Cancer Awareness Month that will provide engagement for your team members and bring vital awareness to breast cancer. CITY is honoring Doreen Koenig who lost her battle in 2015. Who is your why?

## **A DONATION OF \$1,500 WILL PROVIDE YOU WITH THE FOLLOWING:**

- A personal pink donut delivery from the CITY Community team (applicable to South Florida based partner locations) the week of September 23rd to kick-off Breast Cancer Awareness Month with your Associates and team members – we'll bring the party to you with pink photo props, balloons, and a few giveaways to show our appreciation!
- Social media toolkit + brand awareness on the CITY Furniture social media account
- Co-branded signage to show your support and spread awareness in your office or building (options for pull-up banner or tabletop sign)
- Logo placement at the Broward Making Strides Walk, receive a Pink Pumpkins Track Marker with brand logo + verbal recognition on event day
- Invitation to our Pink Pumpkins celebratory events, hosted by Andrew, including a Friends & Family Happy Hour at the CITY Clearwater Showroom, Broward Making Strides Walk, and the Florida Panthers Pink in the Rink Night at Amerant Bank Arena

## **A DONATION OF \$2,500 WILL PROVIDE ADDED VALUE:**

- \$1,500 Benefits +
- Additional Track Marker along the route at the Broward Making Strides Against Breast Cancer Walk
- Opportunity to share your team's WHY - CITY Furniture to film your story if desired to be shared on social media by CITY and ACS Making Strides + on walk day!

**DONATE BY SEPTEMBER 6TH**

**[CLICK HERE TO REGISTER AS A PINK PUMPKINS HERO PARTNER](#)**



Please contact Felicia Futterman  
at [felicias@city-furniture.com](mailto:felicias@city-furniture.com) with any questions

## HOW TO SPREAD

# Breast Cancer Awareness

- GET SCREENED AND ENCOURAGE YOUR FRIENDS AND FAMILY TO DO SO TOO
- DISPLAY YOUR PINK PUMPKINS PARTNER SIGN PROUDLY IN YOUR BUSINESS
- SHARE YOUR STORY OF WHY YOU SUPPORT ACS AND FUNDRAISE TO SUPPORT BREAST CANCER RESEARCH
- VISIT A CITY FURNITURE SHOWROOM TO TEST REST A MATTRESS & CITY WILL CONTRIBUTE \$10 TO ACS ON YOUR BEHALF
- SHOW OFF YOUR PINK PUMPKINS BUCKETS (SEE BELOW)

Candy bowl in  
your business

Use as a planter  
or flower vase

Let the kids use it  
for trick or treating

Share on your IG  
Stories  
throughout the  
month

Take a team video +  
post to Reels

Use as a rosé  
ice bucket for  
happy hour

#PINKPUMPKINS



@cityfurniture, @acs\_southflorida, @browardstrides, @therealakcity55



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