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Hello Community Partners,

I am writing on behalf of the CIBC Run for the Cure Run Committee for the Blue Mountain Village run site. We would like to share with you the creation of a new multi community event currently described as "Pink Week".

Pink Week is an event that multiple run sites across Canada have done successfully in their communities in the past. This event not only raises awareness for the CIBC Run for the Cure but to also show members of the breast cancer community that they are not alone. As a committee we have decided to take this idea and grow with it and to customize it to the fact that we cover a large number of communities in our area, but we cannot do this without the help of you our community business partners.

We are asking that from September 29 to October 6th your town join us for **Pink Week**. This week long celebration of hope will encourage local businesses, groups and teams to wear pink, decorate their establishments and host special fundraising events. Raising critical awareness that goes beyond the pink ribbon, shining hope on all aspects of breast cancer such as Metastatic (Stage IV) and Hereditary Breast Cancer. This week will be our multiple community un-official kick off to the CIBC Run for the Cure at Blue Mountain Village on Oct 6, 2019.

We are asking BIA's, Chambers of Commerce and Tourism partners to help us make this event happen. We would like to connect with you on how we can get your community to join us in decorating downtown's pink and other activities.

Will you join us and promise to defy breast cancer? Show your support and help paint our communities in hope!

Thank you so much for your time, we will follow up this email with a phone call to discuss further and answer any questions you may have.

Sincerely,

Laura Rice
Volunteer Run Director, Community Engagement
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