



Participate in the Stick a Fork in Cancer campaign to support the American Cancer Society Making Strides Against Breast Cancer program!

**Join restaurants this summer in our
Stick a Fork in Cancer campaign, a promotion
to save lives from cancer and support the
American Cancer Society Making Strides
Against Breast Cancer program.**

BOOST YOUR BRAND

Participating in the Stick a Fork in Cancer campaign provides an unparalleled opportunity to engage your customers, employees, and communities in the mission to end cancer. It also establishes affinity between our brands, allowing your company the chance to partner with the American Cancer Society, a leading, trusted source for cancer information, with 96 percent aided brand awareness among consumers.*

GET INVOLVED TODAY

Participating in the Stick a Fork in Cancer campaign is easy. Just commit to donating a portion of your sales for at least one day during the campaign. We'll work closely with you to promote your restaurant's involvement within the community and to local media. Additional promotional benefits and recognition are available based on your level of support, including opportunities to co-brand on collateral materials, PSAs, and social media.

*American Cancer Society Market Research: 2013 Brand Tracker



MakingStridesWalk.org | 1.800.227.2345