



Dunnes The Premier House is proud to support the Kells Pink Ribbon Walk newsletters. Visit our store in Cross Street, Kells, and indulge your passion for fashion...

Dear Pink Ribbon Walker,

Welcome to the third edition of the Kells Pink Ribbon Walk newsletter. If you've already registered and paid, then you should by now have received your Event Pack, which includes your pink t-shirt, a welcome letter and your sponsorship card. Either that, or the pack is winging its way to you via post or will shortly be available for collection. We'll keep you updated on that front. There has been overwhelming demand to date, so sincere thanks for your support.

We've asked that all entrants *try* to raise a minimum of €100 per person in sponsorship money – or €300 for a team of four people. It's a figure that we know can seem daunting when you're starting off with your fund-raising.

"We set this target because we've seen just how much the funds that were raised last year helped people who have been affected by breast cancer and we know that Action Breast Cancer needs all the support that it can get," says Penny McGowan, Committee Chairperson. "We're determined that participants will have a thoroughly enjoyable day, but we also want to make as much money as possible for Action Breast Cancer."

"Of course, we know that money is tight for everyone this year, but once you start fundraising, you'll find that people can be amazingly generous. And to reach your target, you only need 20 friends to sponsor you €5 each or 10 friends paying €10 each to take part in a quiz, for example." Remember that every cent earned in sponsorship money will be donated directly to Action Breast Cancer (ABC).

Speaking on behalf of ABC, Naomi Fitzgibbon, Irish Cancer Society, says: "We are thrilled that the second Kells Pink Ribbon Walk will take place on the 11th of September and we thank the enthusiastic team that has organised this event and all the people signed up to take part – best of luck!"

TOP TIPS

It can be hard to know where to start when faced with the prospect of fundraising, but here are some good ideas to get you started.

- **Start as soon as possible.** There's no point in shoving the sponsorship card in a drawer, forgetting about it until a few days before the Walk – then getting in to a last-minute panic! Start fundraising as soon as you get your card and give yourself enough time.
- **Encourage others to help you.** Tell your family, friends, work colleagues and people you know through sports and leisure clubs about the Walk - and ask them to help you fundraise.
- **Carry your sponsorship card with you.** You never know whom you might bump in to!
- **Create your own online sponsorship page** on a website such as My Charity (www.mycharity.ie/charity/irishcancer/) and then people can sponsor you online.
- **Tell people about the work of Action Breast Cancer.** It helps if you can explain to people that every cent you raise through sponsorship will go towards supporting the work of Action Breast Cancer. Their services include a phone help-line, booklets and fact sheets, patient grants, breast awareness education and the Reach to Recovery and counselling programmes. Read more at <http://www.pinkribbonwalk.ie/what-your-money-can-do.asp>
- **Finally, always remember to ask people nicely, explain the reasons why you're looking for sponsorship and thank people for taking the time to listen.**

We will regularly add more tips and ideas to our Fundraising Section on our website on <http://www.pinkribbonwalk.ie/fundraising-tips.asp> so do check it out. Why not email us on

info@pinkribbonwalk.ie and share your unique ideas or photographs of a successful fundraising event?

Sign Up Now!

Due to the demand for entry forms, we have had to extend the deadline to August 27th. However, we will have a cut-off date at some point, due to health and safety concerns. If you have friends, family members or colleagues who have expressed an interest in signing up for the Run or Walk, then please encourage them to do so as soon as possible!

How To Sign Up

Sign up online or download an entry form. You can also pick up a form in Kells at O'Brien's SuperValu; the Headfort Arms Hotel, Dunnes The Premier House or the Kells Chamber of Commerce Office. In Navan, forms are available in Ribbon Rouge Boutique; in Athboy, you can get forms at McElhinney's and in Oldcastle, get your form at the Fincourt Bar & Guesthouse - or phone 087 984 4724 and we'll post one out to you.

Visit us in Navan Town Centre

We will also have a stand in Navan Town Centre on Saturday August 28th and people can register there and then pick up their Event Pack at the same time.

Once again, sincere thanks for your support.

Until next time!

Linda

On behalf of the Kells Pink Ribbon Walk committee