

COLLECT  MOVE  
FOR THE CAUSE

# PARTICIPANT'S GUIDE

## WELCOME TO THE PINK

The **Pink Tour** is a corporate **fundraiser** involving physical activity that takes place from May to October. The goal is to provide **free support services** to people affected by breast cancer and their loved ones. The event is **open to everyone**, whether you haven't worn running shoes in 10 years or you're a seasoned athlete.

## DISCOVER THE IMPACT OF YOUR INVOLVEMENT

**\$50**

covers **accommodations** for a woman undergoing treatment away from home

**\$100**

covers the **costs** of one psychotherapy session

**\$350**

provides **five people** with a physical rehabilitation session

**\$1000**

covers the cost of medication for **one month** for one person affected by metastatic breast cancer

## HOW TO CREATE YOUR PARTICIPANT PAGE

- 1 Go to [pinktour.ca](http://pinktour.ca) and click on **I'm in**
- 2 Select **Join an existing corporate team**
- 3 Enter the name of your team ( ), and select **Search for a team**
- 4 Once you have found the name of your team at the bottom of the page, select **Join** on the fourth line under your team's name
- 5 Enter your corporate promotional code if applicable
- 6 Set an ambitious individual fundraising goal (this goal will be added to your co-workers' goals on your team page)
- 7 Enter your personal goal of minutes to accumulate over the course of the challenge
- 8 After reviewing your information, select **Complete registration**
- 9 To customize your participant page, select **Access my Participant Centre** and then scroll down to the **Personal Page** section. In the text box, explain your motivation to commit to the cause and what you plan to accomplish during the challenge
- 10 To boost your fundraising, share your commitment with your community through social media using **#pinktour** and tag the Foundation

## HOW TO ENGAGE DONORS

- 1 Make sure your participant page is **personalized**
- 2 Change your e-mail **signature** by adding a link to your participant page
- 3 Inform your network of your commitment to raising funds
- 4 Regularly post your accomplishments and progress in photos on your social networks.
- 5 Tag the Foundation and use **#pinktour**

## TOOLS



Activities  
Calendar



Promotional  
Material



Fundraising  
Ideas Guide



Spotify  
Playlists

### \* PARTICIPATION PRIZES

#### GROUP PRIZES

All corporate teams that have raised a per-participant average of at least \$300 will automatically be entered in the draw to win a **culinary team activity** with chef **Hugo Saint-Jacques**. A **kitchen kit** from ZWILLING will be drawn between the team's participants in the activity.



#### INDIVIDUAL PRIZES

All participants who have raised a minimum of \$300 will automatically be entered in the draw to win a pair of tickets for the **2023 National Bank Open** or a **Spiaggia Rosa inflatable paddleboard** from Sun Vibes SUP.



### SINCE 2018

**+ \$700,000**

Raised

**2 142**

Participants

**369**

Teams

### YOU RECEIVED A DONATION BY CHEQUE?

Send it to the following address: 279 Sherbrooke Street West, Suite 305, Montreal, Quebec, H2X 1Y1. Indicate your name and **The Pink Tour** on the back of it.

\* Certain conditions apply. Visit [rubanrose.org/en](https://rubanrose.org/en) for more information

**HAVE QUESTIONS  
OR NEED PERSONALIZED SUPPORT?  
CONTACT OUR TEAM**

evenements@rubanrose.org  
514 871-1717, ext. 235



Quebec  
Breast Cancer  
Foundation