

# The Pink Line Project: Saving Lives, Saving Communities

## OVERVIEW *for* COMMUNITY REVITALIZATION PARTICIPANTS

Avon and the National Trust for Historic Preservation's National Main Street Center are again joining forces to organize *The Pink Line Project*, a national day of commitment to eradicating breast cancer and to supporting people fighting breast cancer. Communities from 46 nations around the world will be taking part in *The Pink Line Project* on Saturday, October 18, 2003. In the United States, communities actively involved in main street revitalization are being invited to apply to participate in this international event to increase awareness of this critical issue.

The cornerstone of *The Pink Line Project* will be a ceremony led by community leaders and Avon representatives. The mayor or another public official will read a proclamation (attached), after which a pink line will be painted down the community's main street. All participating communities will have this activity in common, but each participating main street district is encouraged to organize other activities prior to or following the proclamation and line painting.

### Why should our Main Street organization participate in The Pink Line Project?

- It's a traffic generator. It isn't every day that a pink line gets painted down the district's main street.
- It's a (practically) ready-made event. Avon will supply signs, a banner, press kits, and national media coverage, and will reimburse your program for approved costs for things that make the event special in your community.
- It will generate attention. Avon will provide national media coverage for the event and for as many participating communities as possible.
- It supports a great cause, with a great national partner. Avon is the largest corporate sponsor of the breast cancer cause in the world, with more than \$165 million raised in the United States alone since 1993.

Here are some ways you might build the event into a 2-hour or longer promotion:

- Pink fashion show: If you have a public gathering place, you might ask local clothing stores to loan pink clothing for a lunchtime fashion show. Encourage district restaurants to offer carry-out lunches, or set up food kiosks near the fashion show so that people can eat lunch while watching.
- Fun run: Perhaps the fun run could begin and end at the pink line?

- Window decorating contest: Encourage your ground-floor businesses to ‘paint the town pink’ by creating special window displays for the event.
- Health fair: Would a local hospital or health clinic be able to offer free health screenings in the district?
- Pink flowers: Would a local florist donate pink carnations? Perhaps district businesses could give pink carnations to customers all day October 18<sup>th</sup>. Or, would a garden club decorate the district with pink tulips or other available pink flowers?
- Pink ribbon bakeoff: A cake baking or decorating contest, with all the entries incorporating the pink ribbon?
- Dining specials at nearby restaurants: Free drink or dessert for breast cancer survivors; specially prepared take-out meals for customers to take with them to the Pink Line ceremony; creative (and tasteful) names for the daily specials?
- Other possibilities: A pink lemonade happy hour, maybe? Showing “The Pink Panther” at a district movie theater? A marching band playing the “Pink Panther” theme song? District merchants wearing pink neck ties or scarves? Pink paintball contests? Pink cotton candy for the kids? Pink ribbons around all the district’s trees and light poles? A big pink ribbon wrapped around City Hall or a prominent building? Having everyone at the event line up along the pink line (and running a photo of everyone lined up in the local newspaper)? A jazz ensemble dressed in pink? Would the local newspaper do a special feature for its ‘home’ section on pink appliances? A pink costume party? Pink finger painting for the kids? Planting a tree (decorated with pink ribbons) in a public park, in memory of local residents who have died from breast cancer?

Be creative! There are lots of ways to ‘paint the town pink.’ These ideas are just a starting point.

#### What will Avon provide?

- a sample proclamation for your mayor or other city official to read
- press kits and national media coverage
- logistical support
- reimbursement of costs (up to \$500) for:
  - pink paint
  - pink ribbon (for trees, light poles, etc.)
  - an overhead street banner, which you should hang in a prominent place
  - Graphics for posters to advertise the event

In addition, local Avon sales representatives will be on hand, distributing breast cancer guides and other literature. They will also be selling six special shades of pink “Kiss Goodbye to Breast Cancer” lipsticks (\$4.00/tube) and ‘pink ribbon’ fundraising items to raise money for the Avon Breast Cancer Crusade.

*What if we can't stop traffic on our main street?*

Painting a pink line down the middle of main street is the centerpiece of *The Pink Line Project*. Everyone who drives down main street will be reminded to contribute to breast cancer prevention and treatment programs, to get regular check-ups, and to support people with breast cancer. And, it could be a substantial traffic-generator, not just for October 18<sup>th</sup>, but for your district for weeks afterwards – until the paint washes away or wears off, of course. So, we think it's important to do whatever is possible to block the street for 30 minutes or more, at least while the pink line is painted. But, if your community does not permit traffic to be blocked on your main street under any circumstances, perhaps you can paint your pink line on the sidewalk parallel to main street or in another highly visible place. And, if you aren't allowed to use paint, you can use pink tape.

Please contact my assistant, Pam Briggs, if you are interesting in participating, by calling her at by calling her at (202) 588-6271 or sending her an email at [pam\\_briggs@nthp.org](mailto:pam_briggs@nthp.org).

Thanks!

Kennedy Smith  
Director  
National Main Street Center  
National Trust for Historic Preservation

City/Town of [NAME]  
PROCLAMATION

WHEREAS, one out of every eight women will develop breast cancer in her lifetime and a new case of breast cancer is discovered every 3 minutes; and

WHEREAS, nearly 40,000 women will die from breast cancer this year alone; and

WHEREAS, in the past year more than 200,000 women in the U.S. were diagnosed with breast cancer; and

WHEREAS, the Avon Breast Cancer Crusade has joined with The National Trust for Historic Preservation to create “The Pink Line Project: Saving Lives, Saving Communities” with the support and participation of local Avon Representatives to demonstrate their shared commitment to preserving the health of women in cities and towns across the U.S.; and

WHEREAS, Avon, the leading corporate supporter of the breast cancer cause, through the local efforts of its community Representatives, raises awareness and funds to support the critical areas of breast cancer including medical research, clinical care, support services, education and early detection programs; and

WHEREAS, The National Trust for Historic Preservation’s Main Street Center is dedicated to strengthening communities in tangible and intangible ways by engaging citizens in rehabilitating historic buildings, strengthening small businesses, creating vibrant public places, and celebrating local heritage; and

WHEREAS, increased public awareness can help [TOWN] fight breast cancer,

NOW, THEREFORE, I, [MAYOR’S NAME], Mayor of [TOWN], do hereby proclaim

OCTOBER 18  
as

AVON BREAST CANCER CRUSADE DAY OF COMMITMENT

in [TOWN], and encourage the residents of [TOWN] to acknowledge the ongoing need to support the fight against breast cancer, and to encourage loved ones to follow the recommended steps for early detection to help reduce the impact of this devastating disease.