



14th Annual Week of Hope, Health & Healing September 29 - October 6, 2019

SMALL BUSINESS OPPORTUNITIES



PITC Co-Founders (l-r)
Kerri Conner Matchett, 11 Year Survivor
Anita T. Conner, 21 Year Survivor

Praise Is The Cure® (PITC) is a non-profit organization that cares about the breast health of current and future generations of Black women and men. We recognize the difficult journey to wellness made by breast cancer patients, survivors and their families, and we are ready to give hope and provide help.

Our mission is to eliminate breast cancer disparities among Black women by providing education, access to screenings and treatment and other support services to breast cancer patients, survivors and their families.

We promote breast cancer awareness; intervention; and prevention targeting Black women and their families with an emphasis on the underserved and underinsured in the Philadelphia region.

Supporting Praise Is The Cure® provides real benefits beyond the event, creating favorable impressions, long-standing visibility and strengthened consumer relationships within our sphere of influence of 100,000+ supporters. Sustained exposure to the Philadelphia area market from a credible, connected, charitable organization like Praise Is The Cure® is invaluable for businesses seeking to expand their footprint in the health conscious Black community.

The impact of your dollars makes a statement to this powerful market segment that your organization cares about their well-being and wants their business!

With your help, we will again be able to offer these events to the general public FREE of charge to all attendees.

Contact us today to lock in one of our small business opportunities and activate your exposure to thousands of potential new customers or constituents.



SUPPORT LEVELS

\$250

- Company listing on screens shown at Musical Extravaganza (Concert) and Benefit Dance Concert
- Social Media: Recognition leading up to Week of Hope, Health & Healing
- Social Media; "Thank You" the week after Week of Hope, Health & Healing



\$100

- Quarter page ad in Souvenir Journal distributed at the Musical Extravaganza (Concert) and Benefit Dance Concert (2.5K printed).
- Social Media; "Thank You" the week after Week of Hope, Health & Healing

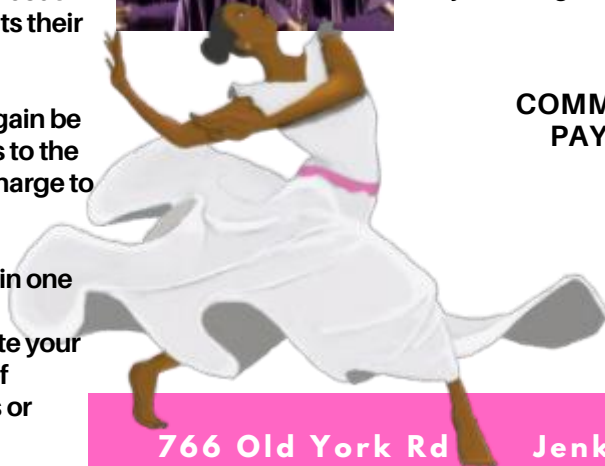


\$25

- Treat a Survivor to the Benefit Dance Concert by covering the \$25 ticket cost.



COMMITMENT DEADLINE: August 15, 2019
PAYMENT DEADLINE: August 23, 2019





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EVENT OVERVIEW




14th ANNUAL WEEK OF HOPE, HEALTH & HEALING
A Free Community Event
SEPTEMBER 29 – OCTOBER 6, 2019

SEPTEMBER 29 | PRAISE SUNDAY (attendance 10,000)
Visit one of the 60 participating faith based and community partners that will be distributing life saving breast health literature and celebrating survivors.

OCTOBER 2 | CHILDREN'S FESTIVAL (attendance 200)
Wissahickon Boys and Girls Club - Private Event | 4pm - 6pm
This is a fun filled afternoon educating youth ages 2 -10 and their parents about breast cancer.

OCTOBER 5 | SUPER SATURDAY (attendance 3,000)
Mt. Airy Church of God In Christ, 6401 Ogontz Avenue, Philadelphia, PA | 10am – 5pm
Take part in a day of events for the community that includes a Survivors' Pamper Party, Men's Health Forum & Tailgate Party, Community Health Fair, Mammogram Screenings and Musical Extravaganza.

OCTOBER 6 | BENEFIT DANCE CONCERT (attendance 600)
Kurtz Theatre, 3000 Schoolhouse Lane, Philadelphia, PA 19144 – Tickets \$25 | 4pm – 6pm
Enjoy an evening of dance featuring the renowned Grace Dance Theatre.
Call 215.635.1902 for ticket information.

Imagine an event that celebrates LIFE! Connecting patients, survivors, families and supporters, while infusing wellness, education, advocacy and fun into a week-long community outreach effort. This is the essence of the Praise Is The Cure® Annual Week of Hope, Health & Healing.

The Praise Is The Cure® Week of Hope, Health & Healing provides an opportunity for women, men and children to receive critical information that could save their lives through the distribution of literature and participation in workshops. Attendees will enjoy great cuisine, family friendly entertainment, health screenings, spa treatments, an uplifting musical extravaganza, and dance benefit concert.

Join us!

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