

Please join your Metro Detroit Chevy Dealers LMA in supporting the Shades of Pink Foundation (SOPF) at their annual Zoo Walk.

A Wild Time at the Detroit Zoo

Saturday, May 21, 2022

7am to Noon

The Detroit Zoo, Royal Oak, MI



We are putting the call out to our dealerships to help support Shades of Pink:

- Participate in the Zoo Walk.
- Create an employee team-building experience by having your own dealership team.
- **NEW:** Sponsor a signature animal along the Zoo Walk route. Your dealership can sponsor one of these animals:
 - Camel
 - Tiger
 - Lion
 - Zebra
 - Bison
 - Rhinoceros
 - Giraffe
 - Polar Bear
 - Kangaroo
 - Flamingo
- Promote the Zoo Walk to your customers – we will provide you with graphics.
- Donate: If you are not able to attend, you can donate online.

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Why support Shades of Pink Foundation?

- No breast cancer patient should have to choose between paying the mortgage or life-saving medical treatment. Every year, thousands of Metro Detroit residents are faced with this very choice.
- Breast Cancer affects women more than physically – it's emotional, psychological, and financial. More than **2,400 Michigan women will lose their jobs** due to the time off they need during treatment and recovery.
- Almost **1000 Metro Detroit women will have to declare bankruptcy** due to the financial burden of their breast cancer treatment.
- Shades of Pink provides financial assistance to **local women** in need by way of paying a mortgage, vehicle payment, or utility bills. They provide great assistance, support, and peace of mind to Metro Detroit women struggling financially due to their breast cancer treatment.
- Your funds **go directly to these Metro Detroit women** rather than a large organization. Shades of Pink is small and operates on very little.

WHAT IS "A WILD TIME AT THE DETROIT ZOO"?

This is the Shades of Pink Foundation's largest annual fundraiser.

Anyone can walk and all proceeds go to Shades of Pink. It's \$35 for adults and \$25 for kids to walk. Aside from the fundraising, it is a fun-filled event with several specialized vendors and of course the inhabitants of the zoo.



HOW DO I REGISTER AS A WALKER OR AS A TEAM:

Go to shadesofpinkfoundation.org

You can either register yourself as an individual walker, or as a full dealership team.

If you want to support SOPF but can't make it to the Zoo Walk, you can either donate or participate as a virtual walker.

If you would like to sponsor a "signature zoo animal" at this event, or else work with SOPF directly at your individual dealership or in your own local community, you can contact:

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