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## Uniting to Find Cure for Breast Cancer

*Ellen C. Wells*



The Invincibelle Spirit Campaign, in partnership with Proven Winners ColorChoice and garden centers across the U.S. and Canada, is embarking on a fundraising effort in support of the Breast Cancer Research Foundation (BCRF). The centerpieces of the donation drive are “Pink Days”—locally organized fundraisers at garden centers, greenhouses and other retailers.

To raise money for breast cancer research, organizers are creating lively, fun events at local garden centers. In addition to helping a good cause, the Pink Days also drive traffic to the retailer. Garden centers hosting Pink Days are also featuring the Invincibelle Spirit Hydrangea, the first-ever pink Annabelle hydrangea, as part of the fundraising. For every Invincibelle Spirit Hydrangea sold at retail, \$1.00 is being donated to the Breast Cancer Research Foundation.

“A Pink Day gives retailers and plant shoppers an opportunity to be part of a national movement,” said Kathy Garfield, a marketing specialist for Proven Winners ColorChoice and an organizer of the Invincibelle Spirit Campaign. “But it’s also a chance to have fun and get creative in support of those touched by breast cancer. Our goal with the Invincibelle Spirit Campaign is to raise \$1 million for the Breast Cancer Research Foundation. The Pink Days are the most visible form of the campaign, though we are also working on other ways to raise funds.”

Kathy anticipates local garden centers will be providing refreshments, entertainment, games, contests and other draws to attract attendance to the Pink Day fundraisers. Visit <http://invincibellespirit.net> For more information on how to organize a local Pink Party. **GP**