



# WELCOME TO PINK PIN!

## What is Pink Pin?

Google and Susan G. Komen have partnered to raise awareness for breast cancer with the Pink Pin campaign. New York City residents—both businesses and consumers—are encouraged to sign-up, share their stories and donate to the cause. Google is matching all donations up to \$50,000 to Susan G. Komen.

## How Do I Get Involved?

Pink Pin is all about connecting businesses and consumers who stand behind breast cancer awareness through our map. As a business, you can help rally your community by signing-up on PinkPin.com. Once registered, a Pink Pin will be added to our map at your store's location, to show your commitment. When consumers browse our site, they will see your business listed as a supporter of Pink Pin. As an added perk, the first 1,000 businesses who join our site will receive a Pink Pin Packet filled with stickers, canvas bags, a window decal and more information on in-store donation. We'd also love for you to share your story about why you are supporting breast cancer—through text, pictures or a video – and donate to the cause.

## In-Store Donation

Along with online donation, Pink Pin offers in-store donation. As soon our map is fully launched, consumers will be encouraged to shop at their favorite businesses and donate during their visit. The steps are extremely simple and your business acts as the facilitator of the transaction. Customers simply dial **\*\*PinkPin (\*\*7465746)** and reply **"Yes"** to the text that appears on their phones, in order to donate \$10 to Susan G. Komen.

Please join us in making Pink Pin a huge success!