

## The Let's Dish! Pink Dish! Campaign October 2008



Let's Dish! has made a commitment to increasing breast cancer awareness in our communities. The mission for our **Pink Dish! Campaign** remains the same in 2008: do what we do best – provide meals to families who need them – and support families living with breast cancer by giving them healthy Let's Dish! meals at no cost. Funds raised through the Pink Dish! Campaign will go towards the donation of Let's Dish! meals directly to families whose lives have been impacted by breast cancer. Each selected Pink Dish! family will receive **a gift certificate for 4 Let's Dish! meals, plus the assembly and delivery cost** (a total retail value of \$140). Recipient families will also receive a special offer from Let's Dish! for FREE Dish-n-Dash assembly fees for 8-meal sessions for up to four months time (a total value of up to \$120 in waived assembly fees).

Breast cancer strikes families, not individuals. At Let's Dish!, we know from first-hand experience that our dishes help those families save time, stress and money at home. We will be sharing the experiences of those living with breast cancer and how Let's Dish! has played a part in their lives through **Pink Dish! Stories** on our website, [letsdish.com](http://letsdish.com). These stories are a powerful tribute to those whose lives have been impacted by breast cancer and a reminder that each day - and family dinner - is a gift. Customers may post their Pink Dish! Story themselves or send them via email to [pinkdish@letsdish.net](mailto:pinkdish@letsdish.net).

### **Awareness and Education Efforts in Let's Dish! stores in Maryland and Northern Virginia**

Let's Dish! will be "going pink" in our stores in October with Pink Dish! honoree wall, where customers can put a pink dish up on our wall in honor of a breast cancer survivor. New in 2008, we have also created an e-dedication on our Pink Dish! website which contains important information about early detection, while offering customers a chance to honor a friend coping with breast cancer. We'll also have a screen saver on our in-store kiosks that asks our customers if they've scheduled their mammograms. We are a large community of women – and this is one time that we really reach out to our customers with information for education and awareness. Visit any Let's Dish! location in Maryland and Virginia to "go pink" with Let's Dish! this October.

### **Participating in the Pink Dish! Campaign:**

Any individual can participate with Let's Dish! in raising funds for the Pink Dish! Campaign in **four ways**: Signing up for a Let's Dish! session, Purchasing Pink Dish! retail items, and Sharing a Pink Dish! story.

#### **1. Sessions**

- o **At home, sign up for a Let's Dish! session:** Enter promotional code DISHPINK2008 at checkout and \$5.00 of your registration fee will be donated toward the Pink Dish! Campaign.\*
- o **Sign up for a session in-store:** During the month of October, we'll donate \$5.00 for every person who visits a participating Let's Dish! location and signs up for a session. You will also receive up to \$15.00 OFF your future session.\*
- o **Online Donation:** Customers will have the option to add a monetary donation to any order they place in October. This donation will go towards the Pink Dish! Campaign.

#### **2. Retail Items**

- o **Pink Dish Tote** – In our stores, you can purchase a Pink Dish! Tote (an insulated lunch/picnic bag) for \$15 in our stores. For every bag sold, a \$5.00 donation will be made. Supplies are limited.
- o **Antioxidant-rich Greek Isle Chicken** – This meal was created with the American Cancer Society and is on our October menu. Customers may stop in to purchase this meal for \$25.00 out of our Ready Made case and \$5.00 will go towards the Pink Dish! Campaign.

### 3. Pink Dish! Stories

o Many of our customers have had their lives or those of their family and friends affected by breast cancer in some way. We hope individuals will share their Pink Dish! Story to raise awareness and inspire others. For every story we receive, Let's Dish! will donate \$5.00 toward the Pink Dish! Campaign. Stories may be posted online or sent via email to [pinkdish@letsdish.net](mailto:pinkdish@letsdish.net).

### 4. E-Dedication (NEW!)

- o Most of us know someone who has been affected by breast cancer, and would love to be able to show our support in some way. This year, we're giving individuals the opportunity to help spread the word about early detection, and support a friend at the same time. Visit our Pink Dish! website to fill out an e-dedication. We'll send you an email with an important message about early detection as well as a coupon for Pink Dish! treat! Forward the email around to friends and print and bring the coupon in to any of our participating Let's Dish! locations to receive your treat and add your dedication to our Pink Dish! honoree wall in honor of a friend coping with breast cancer.

**For more information on the Pink Dish! Campaign, including media inquiries, please contact:**

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**\*Offer Terms:** Offers cannot be applied to previously-booked sessions or combined with other offers. Promo code must be entered at checkout on [www.letsdish.com](http://www.letsdish.com) when registering for a session during the specified time period. Valid only at Let's Dish! locations in Baltimore and Columbia, Maryland and Alexandria, Ashburn and Fairfax, VA.

**Find out more about the Pink Dish! Campaign and Let's Dish! at [letsdish.com](http://letsdish.com)**