



iGoPink/The Breast Cancer charities of America (BCCA) is the leader in integrated cancer care... Combining body, mind and spirit to the prevention and treatment of breast cancer. Through our numerous program services, our goal is to educate, teach and provide the latest accurate information about integrated cancer care, cancer prevention, recovery, treatment, early detection , and survival.

iCheerPink was developed by iGoPink/BCCA. iCheerPink's central focus is on educating, empowering and encouraging women of all ages to become proactive in preventing breast cancer and, if diagnosed, in surviving breast cancer. iCheerPink is a movement that brings together cheerleaders nationwide to help spread the message, empower one another, and make a difference in the lives of breast cancer patients.

The Breast Cancer Charities of America is excited to announce the launch of a new program, iCheerPink, a movement that brings together cheerleaders nationwide to help spread the message, empower one another, and to make a difference in the lives of breast cancer patients.

To kick off their program, BCCA has announced their partnership with Cheer America's Cheer 4A Purpose. The partnership is going to encourage young athletes all over the nation to come together to cheer for breast cancer. So far, The Breast Cancer Charities of America will be at two Cheer America events to spread their message of prevention of survival.

"Cheer America's sponsorship initiative called Cheer 4 A Purpose partners with local charities at every one of our spectacular events. These organizations make a HUGE impact within the communities they serve!" said Cameron Blew, Marketing and Sales Director of Cheer America.

The Cheer Bowl Nationals will be held on February 17-19, 2017 at NRG Center in Houston, Texas. Squads are encouraged to fundraise and come together to support breast cancer patients by choosing their fundraiser, creating a personalized fundraising page, marketing their event through social media, and holding their event. The winners will be announced on social media!

Nationals will be held on March 26, 2017 in Galveston, Texas. Squads will be holding a beauty drive during this event. Collected beauty items are sent out to breast cancer patients nationwide through The Breast Cancer Charities of America's Feeling Beautiful Again program. This program allows women battling breast cancer or recovery to feel feminine and like themselves again. Cheerleaders will help support by donating journals, Kleenex, lipsticks, nail polish, makeup and more.



For more information about how you can get involved with iCheerPink go to [www.iGoPink.org/iCheerPink](http://www.iGoPink.org/iCheerPink)

### **Cheer Bowl Nationals- Houston, TX February 17<sup>th</sup>-19, 2017**

#### **General Fundraising**

Our goal for iCheerPink is to have squads be innovative in their fundraising. Teams can hold any kind of fundraising event or activity. Every cheerleader who raises a minimum of \$100 wins a iCheerPink bow. Teams that raise a minimum of \$1,000 wins iCheerPink t-shirts. Every team that raises a minimum of \$10,000 wins a Pink Out Party.

How to fundraise:

- Choose your date and fundraiser activity
- Create your personalized funding page
- Shout it out on social media and tag us on Facebook, Instagram, and Twitter
- Hold your event and share pictures/updates
- Submit your funds and win swag
- Winners announced on iGoPink Social Media

Top fundraisers at the Cheer Bowl Nationals will receive awards.

- Top individual fundraiser
- Top squad fundraiser
- Top gym fundraiser

### **iNationals- Galveston, TX March 26, 2017**

#### **Feeling Beautiful Again Drive**

To help support breast cancer awareness and Cheer for a Purpose, teams can be asked to either hold a beauty drive at their home gym or bring items to the BCCA table set up at the event.

Teams can visit the BCCA table as part of the iCheerPink fundraising efforts for the Feeling Beautiful Again Drive and bring the items collected or donated to win a prize!

The team that collects the most items will receive a commemorative trophy and a special PINK OUT SWAG BAG for each team member!

BCCA the following items will be counted toward team cumulative numbers:

- Kleenex



- Lip Care
- Eye Shadow
- Blush
- Journals
- Nail Polish
- Gum
- Lotion (4oz)
- Hand Sanitizer (4oz)
- Jewelry
- Scarves