



2022 Walk to Bust Cancer

October 23rd
Fort Hunt Park
Alexandria, VA

WALK TO BUST CANCER:

- Register at www.walktobustcancer.org (click on REGISTER and it will take you to our GiveGab registration site)
- Register as an individual, THEN the next page will allow you to create a team or join an existing team.
- Competition will run until October 23rd, 2022 for the team and individual who raise the most money. Prizes awarded. Additional prizes awarded for Spirit, Best Pink Costume, etc.
- In person on October 23rd at Fort Hunt Park OR virtually anytime, anywhere from October 1-31st
- Send videos and photos from your walk to be incorporated into our website and social media
- Walk t-shirts (for both general walkers and survivors) will be ready for contact-free pick up at the Atrium at 277 South Washington Street at the end of September so walkers can wear them for their virtual walks throughout October, and also at the walk at Fort Hunt Park on October 24th.

-Sponsors will enjoy a variety of benefits of social media shout outs, tags, daily breast cancer tips and statistics, and more throughout the month of October, and advertisement/ video/commercial opportunities.

OCTOBER BREAST CANCER AWARENESS MONTH EVENTS:

-Angel Wings will make their rounds around Old Town, Del Ray and other areas.

-We are asking anyone who wants to host the Angel Wings to raise/donate a **minimum of \$100**

-NBCFoundation will post schedule of wings on all social media and challenge people to go to the wing location, hash-tag Walk to Bust Cancer, hash-tag the store, restaurant or exercise studio, register for the walk (using the QR code link on the wings) and tag/challenge 5 friends to do the same. NBCFoundation will also be posting on all our social media when the wings are at your store. This is a great way to feature and drive traffic/business to your store.

- Stores can be provided with posters for their windows for the Walk to Bust Cancer and Walk footprints (see logo at bottom of page) to sell where people can write who they are walking in memory of or honor of and tape the footprints up on their walls. All footprints will eventually be posted on the wall of the National Breast Center in Old Town.

-Restaurants/Bars/Ice Cream stores/Bakeries who are involved with the Walk can chose to create a signature pink cocktail, pink cupcake/bakery item, pink sundae, etc. and donate a portion of the proceeds to NBCFoundation.

-Exercise studios/gyms can hold online or outdoor classes to benefit NBCFoundation and highlight the Walk

-Other ideas are welcome!

Any questions can be directed to Martha Carucci, Executive Director of the National Breast Center Foundation, at 202-309-4026 or martha.carucci@nationalbreastcenter.org.