Cancer and Careers Sponsorship

AN IMPACT TO BE PROUD OF
• Supports all of Cancer and Careers’ vital programs
• Ensures every publication, event, scholarship and one-on-one service is offered free of charge, nationwide
• Sends the message that your company is at the forefront of addressing the challenges of cancer

YOUR BRAND FRONT AND CENTER
• Receive year-round visibility and recognition to hundreds of thousands across the nation, including cancer survivors and their advocates who appreciate the importance of corporate generosity

CONNECTIONS THAT COUNT
• Priority visibility, networking and access to leaders in the beauty, pharmaceutical and related industries via CEW’s membership and CEW/CEWF Board of Directors

SPONSOR VISIBILITY 790,000+ IMPRESSIONS

SELECT 2018 REACH & IMPACT

- 400,000 individuals access expert information, support and resources, online, in print, and in person.
- 94% of Top 50 cancer centers used our resources or attended our educational events
- 70,000+ publications distributed in English and Spanish
- 232 job-seeking survivors got expert coaching on their resumes
- 99% of program attendees said they can use what they learned in day-to-day activities
- 496 individuals job seeking regained access to expert information, support and resources, online, in print, and in person.
- 232 participants attended our educational events
- 74% of program attendees said they can use what they learned in day-to-day activities

“I know of no other organization that provides the kind of sensitive and professional guidance I have found at Cancer and Careers.”

–Cancer Survivor

BE THE BOSS OVER CANCER | www.cancerandcareers.org
## Cancer and Careers Sponsorship

### LEVELS AND BENEFITS

<table>
<thead>
<tr>
<th></th>
<th>Platinum $50,000</th>
<th>Gold $25,000</th>
<th>Silver $10,000</th>
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</thead>
<tbody>
<tr>
<td><strong>YEAR-ROUND VISIBILITY</strong></td>
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</tr>
<tr>
<td><strong>Potential Sponsor Reach:</strong> 790,000+ impressions</td>
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</tr>
<tr>
<td><strong>AT THE BEAUTY OF GIVING LUNCHEON</strong></td>
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<td></td>
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</tr>
<tr>
<td>Recognition in printed program, AV presentation, and verbal remarks at Beauty of Giving Luncheon</td>
<td>✔️ Premium</td>
<td>✔️ Priority</td>
<td>✔️ Prominent</td>
</tr>
<tr>
<td>If attending, guests invited to VIP reception and offered preferred seating</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Guest(s) invited to sit on Dais</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>EMPLOYEE AND PROMOTIONAL BENEFITS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right to use CAC logo to promote partnership and access to all CAC educational content, with approval</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Engagement opportunities with employees and customers to be mutually determined with Cancer and Careers</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Join us for our annual December celebration honoring philanthropic changemakers who are leaving their mark

• Proceeds support Cancer and Careers’ nationwide programs
• Attended by 600+ executives
• Extensive networking opportunities

Friday, December 13, 2019
New York Hilton Midtown
11:00AM - Reception
12:00PM - Program & Luncheon

PARTNERSHIP PERKS
• Align with other philanthropic leaders
• Position your company as a great corporate citizen supporting cancer survivors and employees in crisis
• Concentrated recognition, networking and cross-promotional benefits

REACH OF THE 2018 LUNCHEON
• Total Event Visibility: 2,320,648 impressions
• Total Sponsor Visibility: 292,087 impressions

BE THE BOSS OVER CANCER | www.cancerandcareers.org
# Beauty of Giving Luncheon

## Supporters

<table>
<thead>
<tr>
<th>BATALLURE BEAUTY</th>
<th>JOHNSON &amp; JOHNSON</th>
<th>PFIZER</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONDÉ NAST</td>
<td>KAO USA</td>
<td>QVC</td>
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<tr>
<td>COS BAR</td>
<td>L’ORÉAL</td>
<td>SEPHORA</td>
</tr>
<tr>
<td>COTY</td>
<td>LAURA GELLER NEW YORK</td>
<td>SHISEIDO</td>
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<td>DROM FRAGRANCES</td>
<td>LVMH</td>
<td>SYMRISE</td>
</tr>
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<td>EDELMAN PR</td>
<td>MACY’S</td>
<td>TAKASAGO</td>
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<tr>
<td>EISAI</td>
<td>MARY KAY</td>
<td>TENGRA</td>
</tr>
<tr>
<td>ESTÉE LAUDER</td>
<td>MD ANDERSON</td>
<td>TWEEZERMAN</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>NATURA BISSE</td>
<td>ULTA</td>
</tr>
<tr>
<td>GIVAUDAN</td>
<td>INTERNATIONAL</td>
<td>UNILEVER</td>
</tr>
<tr>
<td>HEARST</td>
<td>NEUTROGENA</td>
<td>WELLS FARGO</td>
</tr>
<tr>
<td>INTERNATIONAL FLAVORS AND FRAGRANCES</td>
<td>P&amp;G BEAUTY</td>
<td></td>
</tr>
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</table>
# BEAUTY of GIVING LUNCHEON

## SPONSORSHIP BENEFITS

<table>
<thead>
<tr>
<th></th>
<th>Platinum $40,000</th>
<th>Gold $25,000</th>
<th>Silver $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GUESTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Table(s) for</td>
<td>1 Gold Table of 12 &amp; 1 Silver Table of 10, Premium Location</td>
<td>1 Gold Table of 12</td>
<td>1 Silver Table of 10</td>
</tr>
<tr>
<td>representatives</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>executives, and clients</td>
<td>24</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Executives to sit on Dais with honoree, presenters, and Board Members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guests attend pre-event VIP reception with honoree, Board Members, and industry leaders</td>
<td></td>
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</tr>
<tr>
<td><strong>VISIBILITY &amp; PRESS</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Recognition in all event marketing (CAC and CEW websites, e-blasts, printed program, AV presentation, signage, and verbal remarks). Potential for national, trade and social media exposure</td>
<td>✔ Premium</td>
<td>✔ Priority</td>
<td>✔ Prominent</td>
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<tr>
<td>Potential Sponsor reach: 292,000+</td>
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<tr>
<td><strong>SIGNAGE &amp; GIFT BAG</strong></td>
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</tr>
<tr>
<td>Submit branded signage</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Submit product/promotional material for gift bags</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>ADDITIONAL BENEFITS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company featured in CEW’s online Business Directory for 1 year</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Right to use CAC logo to promote partnership and access to all CAC educational content, with approval</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
## TABLE RATES

<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>ADDITIONAL TABLE SEAT</th>
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<tbody>
<tr>
<td>Table of 10 Guests</td>
<td>$10,500</td>
<td>$8,500</td>
<td>$6,500</td>
<td>$500</td>
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</table>

### INDIVIDUAL TICKETS

<table>
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<tr>
<th></th>
<th>CEW MEMBER RATE</th>
<th>NON-MEMBER RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Seating</td>
<td>$275</td>
<td>$375</td>
</tr>
</tbody>
</table>

- Access to 600+ attendees and invite to general cocktail reception
- Please note the purchase of tables and tickets does not offer visibility benefits
BEAUTY of GIVING LUNCHEON

LIVE AUCTION

One-of-a-kind experiences and travel packages that generate enormous buzz and excitement (minimum value: $5,000)

All proceeds support Cancer and Careers.

VISIBILITY BENEFITS

Prize donors will be widely recognized with logo and prize description in event collateral and outreach, including:

• Dedicated e-blasts to CEW database (Reach: 47,000+)
• Event signage, printed program & A/V presentation (Reach: 600+)
• Presentation by professional auctioneer (Reach: 600+)

Additional benefits include:

• One (1) complimentary ticket to 2019 CEW Foundation Beauty of Giving Luncheon, and to pre-event VIP reception
PARTNERSHIP PERKS
• National visibility, recognition and cross-promotional benefits
• Raise awareness of the challenges faced by the cancer community—and CAC’s free resources to help navigate them

REACH & IMPACT OF THE 2018 CONFERENCE
• 370 guests from 27 states
• 30 travel scholarship recipients
• 36 community partners
• 99.7% of attendees would recommend this conference
• Total Conference Reach: 1,528,960 impressions
• Total Sponsorship Visibility: 154,457 impressions

JUNE 21, 2019
The Graduate Center, CUNY
365 Fifth Avenue, NY, NY

CAC’s signature program addresses the challenges working people face as they balance their cancer treatment and recovery with employment.

“It’s empowering to share the day with all of these other people who have been impacted by cancer. It’s unbelievable how strong we become together!”

–National Conference Attendee
<table>
<thead>
<tr>
<th>LEVELS AND BENEFITS</th>
<th>Platinum $40,000</th>
<th>Gold $25,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
<th>Patron $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISIBILITY</td>
<td>Premium</td>
<td>Priority</td>
<td>Prominent</td>
<td>Prime</td>
<td>Standard</td>
</tr>
<tr>
<td>• Recognition in collateral and marketing (website, invites, printed program, AV presentation, signage, social media and verbal remarks).</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Potential Sponsor Reach: 154,000+</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>PROGRAM ADVERTISEMENT</td>
<td>2 Full Pages</td>
<td>1 Full Page</td>
<td>3/4 Page</td>
<td>1/2 Page</td>
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</tr>
<tr>
<td>Submit branded program advertisement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>GIFT BAG</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Submit product, collateral or promotional item for attendee gift bags</td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>EXHIBIT TABLE</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff table to interact with attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RESERVED LUNCH SEATING FOR VIP GUESTS</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Attend to interact with attendees</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>OTHER BENEFITS</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>• Guest blog article to reach our network of patients, HCPs and advocacy organizations (optional)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>• Right to use CAC logo to promote partnership and access to all CAC educational content, with approval</td>
<td></td>
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</tr>
</tbody>
</table>
Just like the National Conference on Work & Cancer, both Regional Conferences provide vital expertise on balancing work and cancer directly to the Midwest and West Coast areas.

“Continue doing the amazing work that you do! You are touching lives and knowledge is power for patients to better advocate for themselves.”

-West Coast Conference Scholar

REACH & IMPACT OF THE 2018 CONFERENCES
- 280 guests from 18 states
- 10 local community partners
- Total Regional Conferences Reach: 828,456 impressions
- Total Sponsorship Visibility: 215,801 impressions

MIDWEST CONFERENCE
March 29, 2019
Northwestern Medicine Prentice Women’s Hospital, Chicago, IL

WEST COAST CONFERENCE
October 26, 2019
Center at Cathedral Plaza
Los Angeles, CA
## Levels & Benefits*

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Patron</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in all collateral and marketing (website, invites, agenda, AV presentation, signage, social media and verbal remarks)</td>
<td>✅ Priority</td>
<td>✅ Prominent</td>
<td>✅ Prime</td>
<td>✅ Standard</td>
</tr>
<tr>
<td>Exclusive, stand alone signage with messaging in well trafficked area</td>
<td>✅ Priority</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential Sponsor Reach: 210,000+</td>
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</tr>
</tbody>
</table>

### Branded Collateral

Submit branded collateral to be included in all attendee folders

#### Reserved Lunch Seating for VIP Guests

Attend to interact with attendees

<table>
<thead>
<tr>
<th></th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
</table>

#### Other Benefits

Right to use CAC logo to promote partnership and access to all CAC educational content, with approval

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*Benefits apply to both regional conferences.
Just like the National Conference on Work & Cancer, the Midwest Conference provides vital expertise on balancing work and cancer directly to Chicago residents and areas nearby.

“This was my first time attending this conference and I’m honestly very impressed!! The level of thoughtfulness and consideration that was evident throughout the day, in regards to content, narrative, and resources provided was incredible.”

- Midwest Conference attendee

REACH & IMPACT OF THE 2018 CONFERENCE

• 157 guests from 14 states
• 5 local community partners
• Total Regional Conference Reach: 679,598 impressions
• Total Sponsorship Visibility: 72,117 impressions

MIDWEST CONFERENCE
March 2020
Chicago, IL
**VISIBILITY**
- Recognition in all collateral and marketing (website, invites, agenda, AV presentation, signage, social media and verbal remarks).
- Exclusive, stand alone signage with messaging in well trafficked area
- **Potential Midwest Conference Sponsor Reach: 72,000+**

<table>
<thead>
<tr>
<th>LEVELS &amp; BENEFITS*</th>
<th>Gold $15,000</th>
<th>Silver $7,500</th>
<th>Bronze $5,000</th>
<th>Patron $2,500</th>
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</thead>
<tbody>
<tr>
<td><strong>VISIBILITY</strong></td>
<td><img src="#" alt="Priority" /></td>
<td><img src="#" alt="Prominent" /></td>
<td><img src="#" alt="Prime" /></td>
<td><img src="#" alt="Standard" /></td>
</tr>
<tr>
<td>Priority</td>
<td><img src="#" alt="Priority" /></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive, stand alone signage</td>
<td><img src="#" alt="Priority" /></td>
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<td></td>
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</tr>
<tr>
<td>Potential Midwest Conference Sponsor Reach: 72,000+</td>
<td><img src="#" alt="Priority" /></td>
<td><img src="#" alt="Prominent" /></td>
<td><img src="#" alt="Prime" /></td>
<td><img src="#" alt="Standard" /></td>
</tr>
</tbody>
</table>

**BRANDED COLLATERAL**
Submit branded collateral to be included in all attendee folders

- ![Gold](#)
- ![Silver](#)
- ![Bronze](#)
- ![Patron](#)

**RESERVED LUNCH SEATING FOR VIP GUESTS**
Attend to interact with attendees

- Gold: 3
- Silver: 2
- Bronze: 1
- Patron: 0

**OTHER BENEFITS**
Right to use CAC logo to promote partnership and access to all CAC educational content, with approval

- ![Gold](#)
- ![Silver](#)
- ![Bronze](#)
- ![Patron](#)
Just like the National Conference on Work & Cancer, the West Coast Conference provides vital expertise on balancing work and cancer directly to Los Angeles residents and areas nearby.

“This has been incredibly informative! Thank you so much for addressing such a common topic in such a clear and meaningful way. We often get these questions in the cancer community and I have never received clear responses re: work and cancer. This gave me a lot of tools with which to prepare for future interviews and opportunities.”

- West Coast Conference attendee

REACH & IMPACT OF THE 2018 CONFERENCES

- 103 guests from 4 states
- 5 local community partners
- Total Regional Conference Reach: 361,908 impressions
- Total Sponsorship Visibility: 167,853 impressions
**LEVELS & BENEFITS**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold ($15,000)</th>
<th>Silver ($7,500)</th>
<th>Bronze ($5,000)</th>
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</thead>
<tbody>
<tr>
<td>VISIBILITY</td>
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<td></td>
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<td></td>
</tr>
<tr>
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<td>✔️ Priority</td>
<td>✔️ Prominent</td>
<td>✔️ Prime</td>
<td>✔️ Standard</td>
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<tr>
<td>• Exclusive, stand alone signage with messaging in well trafficked area</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• <strong>Potential West Coast Conference Sponsor Reach: 167,000+</strong></td>
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<tr>
<td>BRANDED COLLATERAL</td>
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<tr>
<td>Submit branded collateral to be included in all attendee folders</td>
<td>✔️</td>
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<tr>
<td>RESERVED LUNCH SEATING FOR VIP GUESTS</td>
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<tr>
<td>Attend to interact with attendees</td>
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<td>OTHER BENEFITS</td>
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<tr>
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<td>✔️</td>
<td>✔️</td>
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</tr>
</tbody>
</table>
Cause Marketing Promotion

PARTNERSHIP WITH PERKS

Easy and efficient way to support cancer survivors, while receiving cross-promotional benefits

• Raise awareness of CAC’s vital services to your customers and provide them with the opportunity to be proud of their purchase

• Year-round visibility to over 60,000 business leaders and consumers across the nation

CAUSE MARKETING BRINGS YOUR COMPANY’S VALUES TO LIFE.

DID YOU KNOW?*

92% of global consumers have a more positive image of a company when it supports a social issue

89% said they will switch brands to one associated with a good cause

*2017 Cone CSR Study
Cause Marketing Promotion

WAYS TO STRUCTURE A PARTNERSHIP

**HOW:**

- Donations can be a percentage of sales, fixed amount per unit sold, or entirety of proceeds
- Highlight an existing product, or create a new collection that will be associated with Cancer and Careers
- Social media campaign where a dollar amount is donated for each engagement (post, share, like, re-tweet)

**WHEN:**

- Promotion can be structured around an awareness campaign (i.e. Breast Cancer Awareness Month) or can run for a given period of time (i.e. January 1 - June 30)
- Partnership can also be extended to a year-long promotion to maximize national awareness and visibility for your brand
PARTNERSHIP BENEFITS

MINIMUM CONTRIBUTION: $2,500

YEAR-ROUND VISIBILITY:
• Prominent logo recognition featured on CAC website year-round
• Prominent logo recognition in annual e-blast to CAC contacts and CEW, Inc. - a combined database of 60,000+
• Prominent recognition and cross-promotion with CAC’s Facebook and Twitter followers (36,000+ and growing daily)
• Promotion and partnership highlighted in a dedicated CAC blog post
• Right to use CAC logo to promote partnership
• Potential inclusion in media outreach by CAC promoting cause marketing partnerships

AT THE BEAUTY OF GIVING LUNCHEON:
• Recognition in front of 600+ industry leaders in attendance:
  - Printed program
  - A/V presentation
Cause Marketing Promotion

PARTNERSHIP BENEFITS

MINIMUM CONTRIBUTION: $1,000

- Prominent logo recognition featured on CAC website year-round
- Prominent logo recognition in annual e-blast to CAC contacts and CEW, Inc. - a combined database of 60,000+
- Prominent recognition and cross-promotion with CAC’s Facebook and Twitter followers (36,000+ and growing daily)
- Promotion and partnership highlighted in a dedicated CAC blog post
- Right to use CAC logo to promote partnership
- Potential inclusion in media outreach by CAC promoting cause marketing partnerships
It is our great fortune to be the charity beneficiary of Allure’s August Beauty Thrills Box again this year! $5 from each box purchased will support survivors’ success in the workplace.

Don’t miss these coveted, curated collections! www.allure.com

"QVC® & CEW Present Beauty with Benefits" is an annual beauty broadcast that offers great brands for a greater cause. 80% of the purchase price of the donated merchandise benefits CAC—30+ must-have products, featured on-air and online. This landmark event (and partnership) has raised more than $7.3M to date!

www.qvc.com/beautywithbenefits

For the month of October, Laura Geller New York will be donating 75% of sales from their Life Glows On Palette to Cancer and Careers - up to $10,000!

www.laurageller.com

JEMMA HANDBAGS supports CAC for Breast Cancer Awareness Month by donating 10% of sales from the latest addition to their line, the BLAIR Jewelry Travel Organizer.

www.jemmabag.com

Flexjobs continues to offer its discount on membership fees. Use code CANCER when registering to receive 50% off.

www.FlexJobs.com

Get your lipstick on! Shiseido will donate $5 to CAC for every purchase of Rouge Rouge in the colors Murrey, Peruvian Pink and Primrose Sun.

www.shiseido.com

ROCE ED S B E NE FIT

PROCEEDS BENEFIT

JEMMA

SHISEIDO

Robert Graham

For the month of October, Laura Geller New York will be donating 75% of sales from their Life Glows On Palette to Cancer and Careers - up to $10,000!

www.laurageller.com

Flexjobs continues to offer its discount on membership fees. Use code CANCER when registering to receive 50% off.

www.FlexJobs.com

Pursue a Breast Cancer Awareness T-shirt online or in-store, and 10% of net proceeds will support CAC! You can also shop all merchandise in full-price retail stores on October 15 from 2-6 PM to donate 10% to the cause.

www.robertgraham.us

www.qvc.com/beautywithbenefits

www.shiseido.com

www.jemmabag.com

www.laurageller.com

www.allure.com

www.cancerandcareers.org
Contact Us

For more information about these partnership opportunities and other ways to get involved.

Thank you!

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