

ATTENTION: News Director

FOR IMMEDIATE RELEASE

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Buying Blooms for Breast Cancer

It's time to be thinking pink and planting pink! The *Plant It Pink: Hope Blooms for Breast Campaign* is kicking off for its fourth year of sales to raise funds for the Beyond Pink TEAM. And this year, there are some fun surprises!

The Beyond Pink TEAM, a program of the Cedar Valley Cancer Committee, is not only selling pink tulip bulbs, this year they have added a white/pink daffodil. The *Plant it Pink* campaign is designed to increase breast cancer awareness by 'planting the Cedar Valley pink.' This year the committee is selling the ***Pink Impression*** tulip which is a deep pink, the ***Fancy Frills*** tulip has a frilly pink petal, and the ***Narcissus Passionate*** daffodil which has a white bloom with a pink center.

Orders are being taken through August 19, 2011. Flower bulbs can be purchased \$10/dozen bulbs, \$40/50 bulbs or \$75/100 bulbs. Bulbs can be picked up October 8, 2010 at the Covenant Cancer Treatment Center in Waterloo.

Order your bulbs now, plant them during Breast Cancer Awareness Month – October, 2011, and then in Spring, 2012 enjoy the flower beds brimming with beautiful pink tulips and daffodils. Since the "*Plant it Pink*" campaign began over 15,000 tulips have been sold. This is a wonderful opportunity for groups, companies, churches or individuals to join in and show your support for all those affected by breast cancer and your hope for a breast cancer free generation.

The order form can be downloaded at www.cedarvalleybreastcancer.org. For more information about placing orders for bulbs call Nancy McHone at 272-2841. All proceeds from the Beyond Pink TEAM's *Plant it Pink* sales stay local and are used to provide financial assistance to women with breast cancer as well as other projects of the Beyond Pink TEAM.

The Beyond Pink TEAM is a program of the Cedar Valley Cancer Committee, a non-profit organization made possible by the collaborative efforts of many health organizations, businesses and dedicated individuals' throughout the Cedar Valley. Going beyond pink ribbons, beyond pink light bulbs, beyond pink trinkets; Beyond Pink, we accomplish our mission by Taking action, Education, Advocating and Making a difference.

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