



Pink the Boathouse Toolkit

October 2019

On behalf of Row for the Cure and breast cancer survivors and fighters, thank you for joining the Pink the Boathouse campaign. Your involvement helps to create a nationwide moment when we can put aside our different blade designs or team unis and instead focus together on the goal of eradicating breast cancer; forever.

Below you will find a toolkit to help you plan your activities. But this month is about you finding your way to honor those you love and those you have lost. So get your pink on and join our fight, and our celebration of life.

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Overview

To honor Row for the Cure's 26th Anniversary and recognize October as Breast Cancer Awareness Month, the organization is inviting the rowing community to celebrate together and **Pink the Boathouse!**

We are so proud to partner with so many rowing organizations/ athletes/ coaches/family member throughout the month and are grateful for the support of our partners: Pocock Racing, Pocock Rowing Foundation, Regatta Central, Rowing Blazers, Scull and Sweep, JLRacing and USRowing.

The month-long celebration, which will include tributes to survivors as well as those lost to breast cancer and recognition of caregivers, is designed to demonstrate the rowing community's continued support of breast cancer survivors and those still battling it and the ongoing effort to end breast cancer.

If you are looking for one special day, we've designated Saturday Oct 5 as **Pink the Boathouse Day** and on that day all rowers are encouraged to wear pink and celebrate in some fashion. Below are suggestions on how your club can participate in **Pink the Boathouse**, but this program has been designed with maximum flexibility to allow every club to celebrate in its own way. There is no right or wrong way to get involved- but all are encouraged to showcase their commitment to ending breast cancer with **PINK** activities and are asked to share photos/ videos/ stories.

A broad social media campaign with **#pinktheboathouse** will showcase the efforts of all the participating clubs.

Activation Ideas

How will an organization **Pink the Boathouse**?

1. Wear pink in October to a race/ all races
2. Wear pink in October to every Saturday practice
3. Host an event on October 5 or any day
4. Host an event on any day in October
5. Light up your boathouse in pink light
6. Hang a pink banner on/in your boathouse for the month and/ or hang a banner on your tent at regattas
7. Post practice pink party
8. **Whatever you chose to do; Share photos, videos, stories on social media with the tag #pinktheboathouse** so we can share with the RFTC community.

Row for the Cure is pleased to offer high vis pink clothing through a collaboration with Scull and Sweep with proceeds going to Row for the Cure. [Get Your Gear Here](#)



Row for the Cure partners with Susan G. Komen through a series of regattas and indoor events, to find a cure for breast cancer and support programs for survivors and caregivers. **Pink the Boathouse** provides an excellent opportunity to broaden the partnership between Komen and the rowing community, with a goal toward expanding the program in 2020 and beyond.

Interested? Please let us know so we can follow you on social media and share your stories!

Pink the Boathouse Contacts:

- Beth Kohl : president@rowforthecure.org
- Eliza Sydney: vicepresident@rowforthecure.org

Social Media Guidelines

- Please follow Row for the Cure:
 - Facebook/rowforthecure
 - Instagram/RowfortheCure
 - LinkedIn/RowfortheCure
- Please post photos/ videos of your **Pink the Boathouse** activities on your social media channels and include #**Pinktheboathouse**. We will share and spotlight your club's participation, incorporating your activities in our blog, weekly updates and press releases.
- Please nominate a member of your club to be featured in the **Pink the Boathouse** spotlight. This should be someone who has a strong connection to breast cancer awareness- he or she could be a survivor, caregiver, friend, health professional or someone who is dedicated to the fight against breast cancer
- Please send names and contact information for stories to Beth Kohl- bkohl827@gmail.com

Komen Affiliate Network

<https://ww5.komen.org/Affiliates.aspx>

Susan G. Komen, an international organization committed to fighting breast cancer and finding a cure, is a partner of Row for the Cure. All funds raised through Row for the Cure events benefit Komen. An international network of local Komen affiliates supports all our efforts. While **Pink the Boathouse** is not a fundraising initiative, you can still work with your local Komen affiliate for ideas on how to maximize your engagement. The affiliates can provide materials and brainstorm ways to really make a difference as you celebrate Breast Cancer Awareness month.

Artwork

- [Logo](#)
- [Flyer](#)

Many thanks to our **Pink the Boathouse** partners: Pocock Racing, Pocock Rowing Foundation, Regatta Central, Rowing Blazers, Scull and Sweep, JL Racing and USRowing

Learn more about Row for the Cure and please consider hosting an event in 2020.

www.rowfortheure.org

Together we Thrive!