

A Sweet Way to Stay Healthy



To: Produce Manager

From: A Loyal Customer

I was recently introduced to Pink Ribbon Watermelon— a healthy fruit option that not only offers me something good to eat, but with every purchase I make, a donation is made to a cause I fully support— breast cancer prevention. I'd like to ask you to carry this watermelon in your store(s) and take part in this worthy cause. The best part is— the money stays in our community. Marketers of the Pink Ribbon Watermelon program will donate money on your store's behalf to a breast cancer prevention organization of your choice. To date they've donated over \$230,000 to organizations across the country.

From what I understand, it's easy for you to be a part of the Pink Ribbon Watermelon program. Simply contact the company below to order the product, then place it in your produce department when it arrives, and Pink Ribbon Watermelon folks will take care of everything else. From a consumer website and Facebook page, to in-store signage and promotional materials, they've got it all covered. You just need to make the call.

Contact Pink Ribbon Watermelon at pinkribbon@chrobinson.com or by phone at 800-733-6399.

I sincerely hope you offer this program; and thank you for your consideration.

