

**FOR IMMEDIATE RELEASE:  
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## **Paint the Town Pink Becomes Pink the Towns**

*Campaign goes Provincial with pre-orders and website now available*

**Dorchester— Jan. 12, 2021** — Yesterday, Pink the Towns campaign launched its website ([www.pinkthetowns.ca](http://www.pinkthetowns.ca)), making the name change from Paint the Town Pink, to Pink the Towns official in an effort to facilitate an inclusive, province-wide campaign to support breast cancer research and awareness in Ontario.

“I am excited to go provincial this year, to exponentially raise more awareness for breast cancer and reach as well as remind people to discuss the silent killer and make a difference. Breast cancer effects 1 in 8 people, if I can reach as many people as possible, we can make a difference together,” said Bec Matthews, stage 3 breast cancer fighter and Founder of the Pink the Towns campaign.

### **Pink the Towns’ Positive Impact**

In 2020, the campaign raised \$13,380 for breast cancer awareness and research, by selling 1200 lawn signs in a time span of two weeks while being featured in local media. In 2021, Pink the Towns has a goal of selling 5000 lawn signs, once again donating the proceeds to breast cancer awareness and research related initiatives.

The hope is to more than quadruple the amount raised by taking this local campaign and making it Ontario-wide. Currently, those who wish to show their support can do so by visiting [www.pinkthetowns.ca](http://www.pinkthetowns.ca) and either donating to the campaign or pre-ordering lawn signs, or door hangers. Merch, such as t-shirts will also be available shortly, on the website.

## **how to support the campaign**

In an effort to support the environment, Pink the Towns has opted to use biodegradable lawn signs for the 2021 province-wide campaign. Pre-orders for these signs are available now at [www.pinkthetowns.ca](http://www.pinkthetowns.ca) for \$20 with proceeds going to breast cancer research and awareness. Signs will be available at pick up locations throughout the province during to-be-determined dates in the month of September. Locations can be found at [www.pinkthetowns.ca](http://www.pinkthetowns.ca) in 'checkout', please understand that these locations may change. It is important to note that anyone who lives in Ontario, that orders a sign during the pre-order period, will be guaranteed a sign no matter where they live (in Ontario). Those who wait to order their sign until after the pre-order phase will have to choose from the available pick-up locations once they are set in the summer of 2021.

In another effort to be more inclusive this year, Pink the Towns has released door hangers. Pre-orders for the door hangers are available at [www.pinkthetowns.ca](http://www.pinkthetowns.ca) for \$5 with proceeds going to breast cancer research and awareness. Unlike the lawn signs, the door hangers will be delivered directly to the donor's home. The fact is, not all people have a yard to display a lawn sign and show their support. The door hangers are perfect for those who live in apartments but still wish to be a part of Pink the Towns' campaign. Another great perk of the door hanger is that they are available Canada-wide, unlike the lawn signs. Since they are small enough to ship, people who live in provinces or territories outside of Ontario, can display their support for Pink the Towns by purchasing a door hanger!

Merchandise will be released to [www.pinkthetowns.ca](http://www.pinkthetowns.ca) shortly, so keep an eye on the site. The merch will include shirts, sweaters, lanyards, and much more. The merch will also be shipped directly to the purchaser's address and can be shipped anywhere in Canada. Once again, all proceeds will go towards breast cancer research and awareness.

**For more Information, Press Only:**

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**To Show Support:**

[www.pinkthetowns.ca](http://www.pinkthetowns.ca)