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Pink Flash Mob To Invade El-Kan Parking Lot

On Thursday, October 25th, KSCB and the community of Liberal, Kansas will be wrapping up Think Pink Week with a pink flash mob Gangnam style. Everyone is invited to participate in this grand finale at the El Kan parking lot located at 1033 North Kansas Avenue at 5:00 pm. We would like to cordially invite you to join us as we celebrate the positive strides in preventing breast cancer.

Every October, Southwest Medical Center in Liberal challenges businesses, doctors, and SWMC departments to think pink and support breast cancer awareness. Everyone is encouraged to decorate in themed pink, provide education materials, and do a fundraiser to benefit cancer research.

KSCB has participated in this event several years. This year, KSCB and El Kan Pharmacy teamed together for the Pink Ribbon Bank promotion. For a donation of five dollars, you could get a pink ribbon bank and save your change during the year donating the savings to the American Cancer Society. El Kan Pharmacy has also generously committed to matching ribbon bank donations up to $500.00 There are commemorative buttons available and for a $2 donation participants can proudly wear the Dancer against Cancer button. Other businesses who are supporting the Think Pink campaign are Shank Insurance who has donated $100 for the best dancer and The Fashion Tree Boutique, who has donated a gift certificate for the pinkiest person.

Last year KSCB and the Legend raffled off a pink guitar autographed by Jerrod Neimann and raised $1300.00.

KSCB and KLDG have been instrumental in raising both funds and awareness for other non profit organizations. On September 22nd, the KSCB Chili Cook Off raised over $1,300.00 for Big Brothers/Big Sisters and Whirlwind Career Counseling Center for Veterans.

For more information on the “Pink Flash Mob”, please contact Mikki Hofferber at 620-624-3891. For more information on the “Think Pink Challenge”, please contact Nancy Kletcka, Southwest Medical Center Public Relations Director, at 620-629-6335.

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