http://www.KSCBNews.net/news/index.cfm?nk=25299

Tony Jewell Submission 2013

Tony Jewell Award Entry

KSCB Give Cancer the Boot

Each October KSCB and KLDG are instrumental in promoting Breast Cancer Awareness Month. The first phase of the campaign is participating with our local hospital, other businesses, and medical offices to pink out and make a display for the chosen theme of the year.

In October 2012, the theme was Give Cancer the Boot. KSCB and the Legend collected boots(most donated by our listeners.) painting them pink and incorporating them in our display which represented dads, moms, sisters, brothers, etc. affected by cancer. Our display inside and out along with education for early detection and prevention and use of pink put us as second place winners in the business category.

The second phase was to have a fund raiser. KSCB and the Legend partnered with local business El Kan Pharmacy and sold a limited number of Pink Ribbon Banks for $5.00 with all proceeds donated to the local chapter of the American Cancer Society.

The finale for this month long campaign was a pink flash mob, Gangnam Style, at El Kan Pharmacy our Breast Cancer Awareness sponsor. We sold pink logo-ed buttons (also a fund raiser) which we printed with Dancer against Cancer. Local businesses donated prizes for pinkest person and best dancer. Our local college dance squad from Seward County Community College led our group of high steppers. Both young and old joined in this community project and we all had a great time for a good cause. (see video)

Proceeds from the two fund raisers totaled $1000.00 and El Kan Pharmacy matched the sales of the Pink Ribbon Banks which totaled $500.00. All donations stay in our local chapter of the cancer society and help cancer patients with transportation, medical bills, counseling and other services that provide a road to recovery during this time.