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Natick Collection recognizes Breast Cancer Awareness Month

October 23, 2008 - Retail

October is National Breast Cancer Awareness Month, and Natick Collection is honoring women and families who have been touched by the devastating illness with a special commemoration throughout the month. The birch trees present amidst the halls of the Collection will be wrapped with 160 pink ribbons and name tags, honoring local women who are breast cancer survivors. In addition, shoppers can take an active role in Breast Cancer Awareness Month by picking up a Passport for the Cause - a shopping guide full of exclusive offers from Natick Collection retailers, in support of the initiative. On selected dates, Susan G. Komen volunteers will staff educational tables around Natick Collection to raise awareness and spread knowledge about breast cancer and prevention tactics. Natick Collection will also donate all fees associated with gift card purchases to Susan G. Komen, and retailers have been invited to participate in the event by turning their storefronts pink, or by donating a percentage of sales to benefit Susan G. Komen in October.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540