

**[Campaign Pitch]**

**[Campaign Title]**

# **C.U.R.E. – Breast Cancer Awareness in The Bahamas**

**[Sub-Headline – Short Summary]**

***Help prevent and fight breast cancer in The Bahamas with this cancer awareness jewellery collection made of precious stones, silver and gold***

**[Overview]**

*In order to raise awareness to cure breast cancer, we've created these beautiful bracelets that pay tribute to cancer victims and cancer survivors. These can be customized to make truly unforgettable gifts.*

**[Story]**

## **Prevention, Prevention, Prevention**

To say that breast cancer is an epidemic is actually an understatement – especially if we consider that The Bahamas has the highest rate of breast cancer per capita in the World. The reality is that breast cancer can be effectively prevented, when there is sufficient awareness, and patient support available.

## **The Cancer Society of The Bahamas**

The Cancer Society of the Bahamas is a very active organization working towards curing cancer in The Bahamas. The organization undertakes very important education and awareness-raising work, in addition to supporting and assisting cancer patients. Without further funding however, its powers are limited.

## **Cancer Awareness Jewellery**

I chose to pay tribute to cancer victims and survivors through C.U.R.E, a beautiful collection of cancer awareness-raising jewellery – bracelets with precious stones and pendants made of sterling silver or gold. Exclusive pieces of jewellery made with a purpose – to honor the fallen, cherish the living, and help cure cancer. For every bracelet that is bought through this crowd-funding campaign, we will donate \$25.00 to support the great work of The Cancer Society of The Bahamas.

## **A Memorable and Meaningful Customizable Gift**

Awareness-raising ribbons and t-shirts are wonderful. Now there are the C.U.R.E bracelets and pendants one can wear all the time. Plus, they make wonderful gifts – you can offer them with your loved one's name engraved on the pendant, as a memorable way of celebrating that person's life, and how she survived cancer. Alternatively, you can have the name of your loved one lost to cancer, engraved on a beautiful pendant, that will help that special person's memory to live forever.

## **Survivors and Fallen Angels**

The C.U.R.E bracelet comes with two choices: the "Survivor" pendant, known as the "Sylvia Scriven Pendant", named after my aunt, a local politician who fought and survived breast cancer. The "Fallen Angel" pendant, known as the "Cindi Smith Pendant", named after a friend who passed away from breast cancer. Both are important tributes to those who have been affected by this terrible disease.

## **Sorority**

We have also given great consideration to the Sorority Organization. We invite you to represent your sorority colours with our pink pearl bracelet, or a bracelet made of blue Lapis gemstones, and white freshwater pearls, the elements of which evoke the spirit of The Bahamas.

**DISCLAIMER:** C.U.R.E Bracelet is not associated with the Sorority Organization.

## **BEACH BY JEWEL**

The cancer awareness C.U.R.E collection, is a creation of BEACH BY JEWEL, a new brand of luxurious and striking swimwear that's designed to compliment the natural beauty of every woman – which is why my brand chose to support finding a cure for the breast cancer epidemic, especially in The Bahamas, where BEACH BY JEWEL is based, supporting women and their brave fight to prevent and heal from cancer.

**For this reason we are now seeking to raise \$25,000 to produce this uniquely precious and beautiful jewellery collection, which is named after its purpose – C.U.R.E cancer, through prevention, patient support and assistance.**

- We invite you to secure your own C.U.R.E Cancer Awareness Bracelet, selecting one of the great rewards that we have on offer – not only to support this cause, but also to have a beautiful and valuable piece of jewellery that looks stunning.
- We also invite you to share this campaign on social media, and more directly with your friends and family members, who may also want to have their own C.U.R.E Cancer Awareness Bracelets – whether to wear them directly, or to offer them as gifts to their loved ones.

Thanking you in anticipation, and with much gratitude. We hope to be shipping your C.U.R.E bracelet soon – Know that your contribution will go towards a great cause, and valuable initiative towards the cure for cancer.