



Lee National Denim Day® is coming soon!

FIGHTING BREAST CANCER IS AS EASY AS WEARING JEANS
AND DONATING \$5 ON: _____

DATE

Contact _____ to join _____ today!

COORDINATOR NAME

TEAM NAME



WHAT IS DENIM DAY®?

Denim Day is a single-day fundraiser when participants across the country join together in wearing jeans and making a \$5 donation to help in the fight against breast cancer. Lee National Denim Day has raised more than \$80 million for breast cancer research and patient education and support since 1996.

HOW DO I PARTICIPATE?

All you have to do is put on your jeans and donate \$5 to the Women's Cancer Programs of EIF. Your \$5 donation, when added with thousands of others, adds up to millions raised for breast cancer research, treatment and patient support! Visit Denimday.com or your team coordinator to learn more.

WHAT DOES MY \$5 DO?

The Women's Cancer Programs of EIF will use your valuable donations to support the following:

- Lee Laboratories for Translational Research nationwide to create more effective, less toxic treatments for breast cancer.
- The Breast Cancer Biomarker Discovery Project to develop a blood test to detect breast cancer earlier, when survival rates are higher.
- Cancer Support Community and its affiliates nationwide, including Gilda's Club and The Wellness Community, which provide emotional and social support to all people affected by cancer.

Beneficiary Research Institutions



“Diagnosed with stage four breast cancer, I learned every day is a gift. Please join us on Denim Day to fund research that can give everyone the gift of a happy, healthy life.”

- **SUSAN MILLER,**
BREAST CANCER SURVIVOR AND
DENIM DAY PARTICIPANT



For questions about EIF's Women's Cancer Programs, visit eifoundation.org or call 800-426-0010.

For questions about the Cancer Support Community, visit cancersupportcommunity.org or call 888-445-3248.

Credits: © 2010 Lee Jeans, a division of VF Jeanswear Limited Partnership.