



Turn Your Produce Aisles Pink this October!

Join City of Hope and the Mushroom Council this fall by celebrating the power of mushrooms and breast cancer research.

The Mushroom Council and City of Hope

Since 2002, the Mushroom Council has awarded City of Hope over \$700,000 in grants for lab studies and pilot clinical trials conducted by Shiuan Chen, Ph. D. on the potential cancer-fighting benefits of mushrooms. Dr. Chen was one of the first to uncover the role of mushrooms in the prevention and treatment of cancer. Last year, the Mushroom Council and City of Hope created an eye-catching “pink” charitable program that stood out in the produce section and helped fund Dr. Chen’s breast cancer and mushroom research. The program also educated consumers on the benefits of mushrooms and the Mushroom Council’s support of City of Hope.

October 2009 Sales of Mushrooms Highest Ever Due to Pink

Year 1 of this promotion proved extremely successful for business:

- Mushroom sales increased 12.5% (in pounds) and 6.7% (in dollars) in October; the highest increase reported during any time period.
- Fresh mushroom sales growth outperformed not only every top 20 produce category, but the total produce category, which was flat, as well.
- The program garnered more than 38.3 million media impressions, with customers and the media taking notice of the program and its cause.
- Since the conclusion of the program, mushrooms sales have continued to grow above the annual rate as consumers have more knowledge of the role mushrooms play in cancer research.



In-Store Cause Marketing Promotion

In 2010, the Mushroom Council will once again make a generous donation to City of Hope and turn their mushroom packages pink from mid-September to mid-November. Last year, growers from across the country participated in the nationwide in-store program and made a \$50,000 donation toward research at City of Hope on mushrooms and breast cancer. Participating retailers included Wal-Mart, Save Mart, Vons and Costco, among others.



How You Can Help

As a dedicated supporter of City of Hope, you can join our cause by:

1. Stocking participating mushroom products at your retail locations; asking your mushroom grower contacts if they are “going pink” this October
2. Offering participating mushroom growers premium shelf space
3. Promoting the program via in-store and promotional outlets (point of sale displays, cooking demonstrations, circulars, etc.)
4. Creating a companion and/or matching cause-related marketing program to support the Mushroom Council’s efforts

With your help, we can push the boundaries of the 2010 program; thereby increasing the likelihood for renewal and an increased donation by the Mushroom Council next year.

If you are interested in getting involved, please contact

[Insert regional contact information]

Amanda Schrier
Asst. Director, Cause-Related Marketing
aschrier@coh.org
213-241-7160