

SHOW YOUR TRUE COLORS.

GO PINK WITH VALPAK THIS OCTOBER.



WE INVITE YOU TO JOIN SUSAN G. KOMEN® IN THE VALPAK ENVELOPE THIS OCTOBER.

A Cause with a Positive Effect. Support a cause that has raised nearly \$1 billion in funds for cancer research, a fundraising feat that puts it second only to the U.S. government.

A Premium Offering. Join a special-edition envelope that'll command attention in mailboxes. You can increase awareness for the cause and encourage donations through the power of your brand message with a special ribbon attached to your ad.

Badge of Honor. Proudly show consumers your company's charitable side by acting on co-branding opportunities with Susan G. Komen in our October envelope.

Get What You Give. About 87% of surveyed consumers indicated they would purchase goods or services from a company that advocated for an issue they cared about.* Breast cancer research is a cause we can all get behind.

WHY ADVERTISE WITH VALPAK?

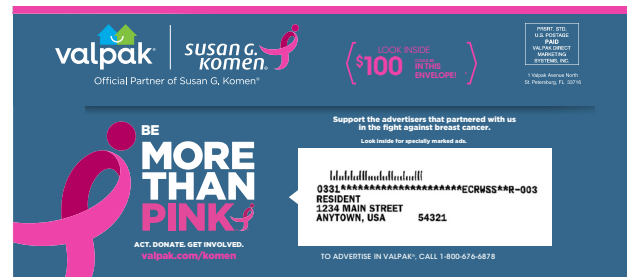
By participating in this special-edition envelope, your businesses donation to Susan G. Komen will support continued breast cancer research, education, screening and treatment.

Your alliance with Komen will resonate with the average Valpak consumer:

- Female
- 48 years old
- Contributes 46% more to charitable organizations



*Sample ad inside the special-edition envelope.



87%

Eighty-seven percent of surveyed consumers indicated they would purchase goods or services from a company that advocated for an issue they cared about.



Official Partner of Susan G. Komen®