



You're invited to...

LUNG FORCE Give Back Day

Your company can encourage employee health and wellness while making a difference in the lives of those who suffer from lung disease, all by joining the **LUNG FORCE** movement in Southeast Michigan.

What is LUNG FORCE?

LUNG FORCE is a nationwide movement led by the American Lung Association to defeat lung cancer — the #1 cancer killer of women & men — and other lung diseases such as COPD and asthma — the 2nd leading cause of death in America and the leading cause of school absenteeism, respectively.

Why should you support LUNG FORCE?

Lung cancer is impacting your customers and associates right now:

- Every two and half minutes, someone in the US is diagnosed with lung cancer
- Lung cancer kills **2x** as many women as breast cancer and kills 3x as many men as prostate cancer
- Anyone can get lung cancer — 2/3's of lung cancer diagnoses are those who **never smoked or are former smokers**
- In the last 41 years, the rate of new lung cancer cases has fallen 35% among men while increasing 87% among women.
- 1 in 17 women will develop lung cancer in her lifetime



LUNG FORCE Give Back Day!

By registering your company for the **LUNG FORCE Walk** on September 30, 2018, you'll engage your employees in a worthwhile cause — combating lung cancer and lung disease — while building team camaraderie with a fun day at the Zoo. All **LUNG FORCE Give Back Day** participants will also receive exclusive benefits for all your employees!

LUNG FORCE Give Back Day Features

- **FREE Registration, Zoo Admission and Parking** for all of your employees
- **Designated, private space** on the Zoo grounds for your employees
- **Chance to earn additional benefits** for your employees by fundraising:

Raise \$100 per person to earn official LUNG FORCE T-Shirts for your team

Raise \$1,000 as a team for a company Exhibitor Table and Team Course Sign

Raise \$2,000 as a team to earn \$1,000 team benefits & LUNG FORCE Leader Status which includes VIP tent access, Five Memory Markers and more!

Raise \$5,000 as a team to earn \$2,500 team benefits in addition to a 10 x 20 tent rental, and more!

CONTACT US to join **LUNG FORCE Give Back Day** at the Zoo!

Maureen.Rovas@Lung.org
-OR- 248-784-2018



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