



EST. 1946

CIDESCO  
THE WORLD  
STANDARD  
FOR BEAUTY  
& SPA THERAPY

# NEWSLETTER

## CIDESCO Supports Breast Cancer Awareness Month on Friday 20<sup>th</sup> October

October is Breast Cancer Awareness Month and, as an organisation which is made up of over 90% women, many of us at CIDESCO have been affected by this terrible disease. Sadly, men are not exempt from this dreaded disease either, with the awareness of Male Breast Cancer becoming more and more prevalent. We would like to do all we can to support so please join us in making Friday 20<sup>th</sup> October a special CIDESCO day for raising funds and awareness for the cancer charities.

At CIDESCO International we will be giving our social media posts a pink theme and creating an environment in the office to support this project.

Please see below some suggested activities which we welcome you to share on your social media channels with the hashtag #BreastCancerAwarenessMonth. Remember to share with CIDESCO International too.

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Friday 20th October

1. Ask your team to wear pink for the day and donate to the charity. Get your company to match the donation.
2. Contact your nearest cancer care charity and invite some of their patients for complimentary treatments.
3. Pink Raffle – work with your suppliers and brands to get them to donate items for a raffle/silent auction. Create pink themed baskets for the event.
4. Sell pink cakes to customers asking them to donate a sum of their choice to the charity.
5. Host a Pink Party asking each guest to offer a donation. Provide sample treatments, light refreshments, maybe a speaker from your cancer charity.
6. Run a social media competition with a pink prize hamper. Encourage your followers to donate to your gift page.
7. Organise a Pink Walk around your town inviting donations to take part. Ask everyone to wear something pink.
8. Turn your social media posts pink for a week, donating for every Like, comment you receive.
9. Give out pink CIDESCO branded notebooks to students with costs going to the charity.
10. Run a pink themed make-up competition where entrants make donations. This could be combined with a make-up show with the winning looks.
11. Students can offer pink manicures where the only cost is a donation.
12. If you have a parking space for your clients/students, paint it with a pink ribbon and charge a donation for everyone parking there.
13. Team to wear pink ribbons.
14. Sell charity items specifically targeted at charities supporting this quest.