

# Go Grey in May Campaign



[www.braintumorawareness.org](http://www.braintumorawareness.org)

## Our Mission

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The mission of the Brain Tumor Awareness Organization is to raise awareness for brain tumors on a local, state and national level through an online resource community for patients, advocates and caregivers and reduce the burden of this disease through interaction.

## May is National Brain Tumor Awareness Month

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During the month of May, we encourage raising awareness through a variety of campaigns and activities. Each campaign or activity will serve as an education and outreach opportunity, a fundraising opportunity, a fitness event, a healing program/exhibit, a community initiative, a support group project or any combination that suits your group.

## Grey Ribbon Campaign

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**The Grey Ribbon Awareness Campaign** is an awareness and fundraising campaign to benefit The Brain Tumor Awareness Organization, a non-profit dedicated to assisting brain tumor patients and their families. Your participation in this campaign is a simple but powerful one in which community partners agree to display and provide Grey Ribbon medallions to the public in exchange for donations of \$1 or \$5.

## Go Grey in May Campaign

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Wearing a grey ribbon in pin or ribbon form shows your support for our **"Go Grey in May"** Campaign. Designate a day of the week in May to wear all grey; display grey ribbons around your neighborhood or center; challenge your church, school or university to **Go Grey** through collecting silver coins (clear film canisters are great for this!); download our Proclamation, tie a Grey Ribbon around it and present it to those you want to make aware, pin Grey Ribbons onto your business cards or information cards; print our Grey Ribbon Awareness logo onto your envelopes or stationery; contact community partners to sponsor events and host displays, encourage Grey Ribbon Campaign Sponsorships-the opportunities are as endless as your imagination!

## Promote Awareness through Media

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Share or update your story through videos, pictures and upload them to our Flickr or YouTube account. Contact your local media and let them know how you are supporting the **"Go Grey in May"** campaign. Be sure to copy us on it or send us the published article or media file! We want to support your effort as you are supporting ours! Together, we can raise awareness, gain support and increase funding for programs and research. For more information or to volunteer, please contact us.

987 Dacusville Road  
Marietta, SC 29661  
864-836-4609

[info@braintumorawareness.org](mailto:info@braintumorawareness.org)  
[www.braintumorawareness.org](http://www.braintumorawareness.org)

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