

Media Release



When you share **YOUR** story...
you **HELP US HELP YOU and OTHERS!**

Awareness is key to the success for every cause.

Although our work is vital and unique, My Hope Chest is often challenged to be noticed among the field of large "pink ribbon" causes in America. My Hope Chest mission is about **ACTION** and helping survivors like *you* heal as quickly as possible- it is also why we have our **own** Ribbon of Awareness.

Assisting My Hope Chest to share *your story* helps put an **actual face** to your need and assist in raising money and awareness for our mission. If selected as a breast reconstruction surgery candidate, My Hope Chest may use your name (usually first name), age, basic description (i.e. mother of two) photograph and video testimonial online and in print to promote your surgery and connect with potential donors and plastic surgeons.

My Hope Chest will NEVER share any other personal info with any third parties!

By Signing Below, You Agree To:

- Provide a "GOOD" Quality **high resolution photograph** with your application to share your journey. (**no selfies, car pictures etc- preferably taken in good light, outside during daylight.**)
- **Authorize My Hope Chest** and any of our affiliates or partners to use your name, age, basic description (mother of 2, etc) and **image** (a photograph and/or video) for marketing, fundraising and promotional purposes including print, web, video and television including corporate partner's campaigns that promote My Hope Chest. (Ex. Genie Bra, Olga Bra etc)
- **You also agree to be available** to be **interviewed** should the opportunity arise by such corporations and members of the media via email, telephone or in person (where possible) to help us help *you*.

Your Part – 3 Easy Steps: You Agree to provide the following support.

Note- Funding of your surgery may be delayed if these requests are not met in a timely manner.

1. **PRE and POST SURGERY TESTIMONIALS:** As an MHC surgery recipient you agree to provide a statement **before, during and after** a surgery, **sharing your journey**. Someone from MHC will call you or, it can be sent via mail or email. At any time, Media opportunities can arise, therefore your timely response to **all** requests from My Hope Chest (within 2 days) **is required** unless an emergency occurs.
2. **BUTTERFLY POSTER** - Make a Poster saying, **"I am a My Hope Chest Butterfly"** and take a photo holding it. Its fun and we will send you samples. You do not need to be an artist.
3. **60 SECOND VIDEO – (you may send more than one video)**
Using your computer or phone- Please tape a short testimonial of your story, how you found My Hope Chest and how you think you will feel after your reconstruction is completed.

Thank you for supporting this cause and My Hope Chest's efforts to provide reconstruction for you and others, truly helping survivors complete this **"final step in breast cancer treatment."**

Sincerely,

My Hope Chest

I agree to share my story and photo when needed in marketing, fundraising, promotional and public relations activities for My Hope Chest outlined above.

Signature

Date

Printed Name