

Fight with Light

BEER4BOOBS™

**WE ARE PUTTING ON A GREAT MONTH LONG EVENT FOR
OCTOBER AND BREAST CANCER AWARENESS MONTH.**

HOW IT WORKS:

A supporter orders a pink lantern bag for a \$20 donation to Beer for Boobs. The person can either order the bag through our online store or in person at our Asheville Kitchen & Tap location. The individual may personally write inspiring words for a cancer patient, words of remembrance for a lost loved one, or words of thanks to a caregiver right on the lantern. All lanterns will come with an LED tealight that will shine in Asheville, NC.

Those lanterns purchased in person must be returned to Kitchen & Tap by Sunday, October 25, 2020. Our team will write your message on the lanterns for those purchased online. On Thursday, October 29th, 2020 all lanterns will be lit and outline the White Labs building and it's windows on 172 S. Charlotte Street in Asheville, NC. It should be a beautiful sight to see.

ABOUT BEER FOR BOOBS:

Beer for Boobs is a 501c3 non-profit whose mission is to create a positive relationship with breweries and compassionate businesses to support breast cancer awareness, support those fighting cancer, and fund life saving research. Beer for Boobs started in 2008 because a group of employees and White Labs co-owner, Lisa White, were personally touched by breast cancer in their lives and wanted to "Tap the Cure™."

The journey started that year as they walked 60 miles in 3 days against breast cancer. They have continued to walk in the 3-day walk for the past 12 years (except 2020) and just recently participated in the "Strides against Breast Cancer Walk" in Asheville, NC. in 2019. Beer for Boobs can usually be found at beer festivals with their merchandise and breast exam trainer, but had to adapt this year as all festivals are postponed or canceled. This year Beer for Boobs created a new website (www.beerforboobs.org) including an online store, and is creatively fundraising with an October online Fashion Week and lantern "Fight with Light" event. The majority of funds raised this year will go towards the purchase of "Warrior Totes" for individuals fighting breast cancer. Warrior Totes contain healing and comforting items to be used during treatment, such as, a headband, beanie, hand sanitizer, chapstick, water bottle and more.



**Lanterns are available for purchase
starting Thursday, October 1st.**

▶ www.beerforboobs.org

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