



What Partnering with Rare 13 can do for your Business

Connecting your business name with an organization whose sole purpose is to cure cancer is philanthropy at its best!

Rare 13 is a one-of-a-kind, dynamic, media-driven, awareness campaign highlighting our society's view of "rare" cancers. We predict millions of people through Facebook, Twitter, local and national media, as well as many other communication outlets will be hearing, discussing and reading about Rare 13 for years to come. Your company can only benefit from such an association!

The basis of this campaign is to address the misconception surrounding a rare cancer like gastrointestinal stromal tumor (GIST) by bringing to light the fact that it is indeed, not rare. Over 100 types of cancer are considered rare because fewer than 20,000 people per year are diagnosed. Five thousand people are diagnosed with GIST each year in the United States. That's 13 people diagnosed each day. Thus, **Rare 13**.

The Rare 13 campaign is an initiative of The Life Raft Group, an organization that, for the past 10 years, has supported people living with GIST through information, advocacy and research aimed at finding a cure.

While joining this new, exciting movement, your company will benefit by participating in a number of ways:

- More interest and activity directed towards your business by becoming part of this national campaign and having your company's name, website, or logo/tagline in a prominent area of the Rare 13 website.
- Your company will become a part of the Rare 13 movement and help change the future of how the world views rare cancers.
- It's a natural promotional tool and it helps create visibility to remind and educate people about the seriousness and need to cure cancer.
- Your customers and employees who are affected by cancer will appreciate your involvement.
- Help get involved in your community, by building excitement about Rare 13.
- You will change the perception of rare cancers by getting involved right from the start.

GET INVOLVED!

It is good for your

- ✓ Business
- ✓ Employees and Clients
- ✓ Community
- ✓ Self

It's the right thing to do!

For information on how to participate, contact:

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