



What's A Pin-Up (Or Point-Of-Sale) Campaign?

You've probably seen them at one time or another adorning the walls of your favorite grocery store, cinema, bowling alley, or gas station — a "Pin-Up" is a decorative leaflet identifying a specific cause (or non-profit association) and displays the signature of a particularly awesome shopper who was kind enough to place a donation. As each "Pin-Up" is purchased from a cashier, they're typically *pinned* to the wall on display for all to see.

As a business, you can also show your support for the campaign by putting a poster up for display in a window or prominent area.

Both pinups and posters can be printed by you or mailed to you by the Life Raft Group. Please contact LRG Marketing & Communications Director, Erin Kristoff at ekristoff@liferaftgroup.org or (973) 837-9092 for information.

OUR PIN UP:



OUR POSTER:

Supports the 13!

we're not

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just people

www.therare13.com