In 2002, Living Beyond Breast Cancer introduced our annual yoga event: a fundraiser on the steps of the Philadelphia Museum of Art that used yoga in place of a walk/run fundraiser. Since then, we have raised over $2 million dollars and expanded across the United States. The funds raised from Reach & Raise help us connect more than 1,000 people to trusted breast cancer information every day. Reach & Raise on the Road utilizes something yoga studios are already very familiar with – the donation class! – to connect with their communities and raise money for LBBC’s programs and services. We want you to help us spread the word about our programming while funding critical educational materials.

Supporting Reach & Raise on the Road is as easy as saying, “I’m in!” All you need to provide is the space, teacher, and passion. LBBC will provide posters, signs, postcards, and other materials to help you promote your event. Yoga studios can reach out to LBBC staff with any questions. With constituents in every state, we post all events on our Reach & Raise on the Road website, connecting people in your community to your event and promoting your studio.
Benefits of Participating

- The top three fundraising studios will receive a thank you post on Living Beyond Breast Cancer’s Facebook page with more than over 71,000 followers.
- Geo-targeted emails sent out to constituents in your area to promote the event.
- Featured post in our quarterly newsletter, *Insight*, both in print and online.
- Listing on Reach & Raise on the Road website with link to your site.

Participating Studios Receive

- Reach & Raise silicone bracelets
- Reach & Raise cell phone pop-sockets
- Raise & Raise on the Road t-shirt for event organizer
- Customizable Reach & Raise event flyer
- Reach & Raise postcards
- Reach & Raise sign
- Reach & Raise on the Road social media graphics
- Living Beyond Breast Cancer informational brochure
- Living Beyond Breast Cancer’s *Guide to Understanding Yoga & Breast Cancer*

E-mail emacs@lbbc.org for more information.