

SEAN KIMERLING  
TESTICULAR CANCER  
FOUNDATION

**Your Logo  
Here!**

Testicular cancer is the most common form of cancer in men ages 15 to 40. It is almost always curable if caught and treated early. If untreated, it is fatal.

**PERFORM A SELF EXAM  
once a month. (The shower  
is an ideal place to do it.)**

**1**  
Using both hands, examine one testicle at a time feeling for any lumps or abnormalities.

**2**  
Place your thumbs over the top of your testicle, with the index and middle fingers behind, roll it between your fingers. When examining, feel for any lumps or bumps that may be as small as a piece of rice or a small, hard pea.

**CHECK EM.**

Stop the #1 cancer in men under 40.

[checkyourselfout.org](http://checkyourselfout.org)

# Corporate Social Responsibility / Cause Related Marketing - A Good Business Strategy

Cone LLC reports in their 2008 Cone Cause Evaluation Study:

“85% of American’s report they have a more positive image of a brand or company when it supports a cause they care about ....

79% of consumers report they would be likely to switch from one brand to another brand ... if the other brand is associated with a good cause”

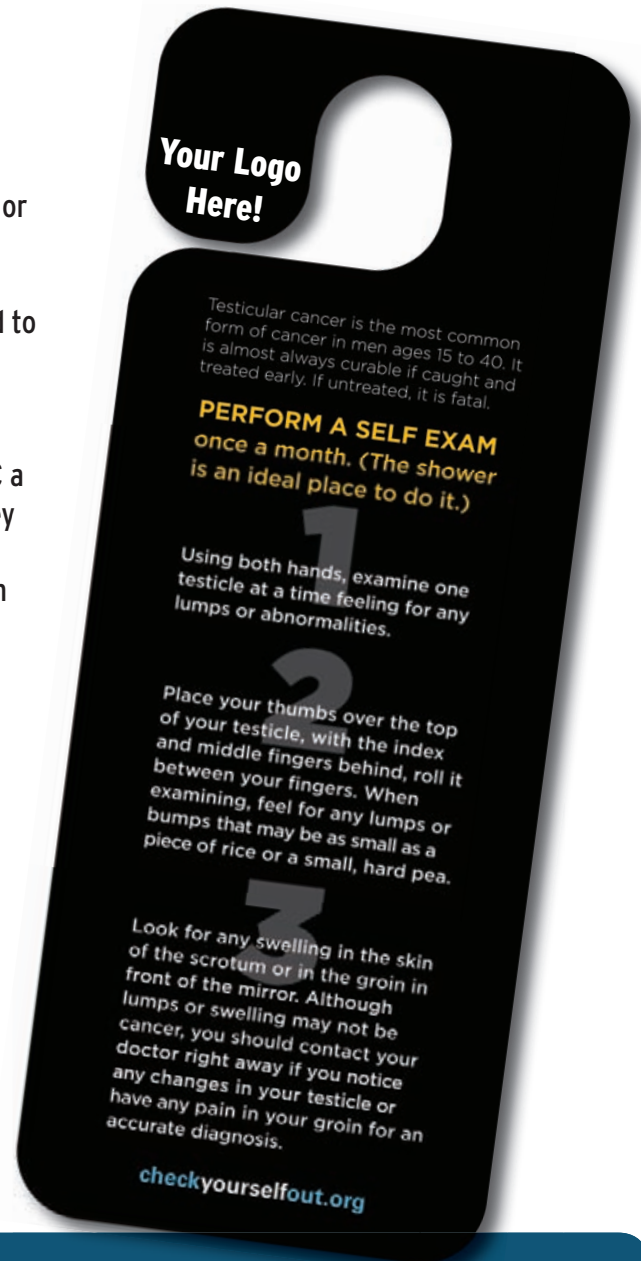
The Sean Kimerling Testicular Cancer Foundation and In Novel Ways, LLC a Specialty and Promotional Items Company, are pleased to announce they are joining forces to further the fight against testicular cancer. Shower cards serving as DAILY reminders on the importance of self-examination can be imprinted with YOUR corporate logo.

A portion of the proceeds will benefit SKTCF programs and services to further the foundation’s mission of raising public awareness about testicular cancer and the importance of self-examination.

To order, or for more information call or fax:

**In Novel Ways, LLC**  
**Attn: Howard Lauer**

**973-736-3250 (office)**  
**917-545-7765 (cell)**  
**973-736-3331 (fax)**



## Shower Cards

#	Cost
500	\$1,075
1,000	\$1,400
1,500	\$1,875
2,500	\$2,750
5,000	\$4,735
10,000	\$8,460

1. Please provide art work in camera ready form, not in a Word document.
2. Freight and handling charges are additional. Shrink wrapping in units of 100 is available.
3. Payment must be made in advance of delivery via credit card.
4. Shipments of 5% over or under the quantity will constitute a complete order and will be billed accordingly.
5. Delivery is usually within 15 days of approval of art.

Additional Charges:	
Special Packaging	\$12 per order
Color Match (if needed)	\$25 per order
Art Charge (if needed)	\$35 to bring logo up to printing standards
Half tone / fine detail (if needed)	\$25 for individual logo