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Ray's Food Place Stores Begin 9th Annual Pink 'R' Campaign

Pink 'R' Campaign Supports Twelve Local Breast Cancer Awareness and Research Organizations

MEDFORD, OR (October 2015). Entering its ninth year, the Pink 'R' Campaign at Ray's Food Place grocery stores is in full swing. A simple campaign at its core, cashiers at Ray's ask customers if they'd like to "round-up to help fight breast cancer." The difference between the order total and the next dollar is donated to the Pink 'R' Campaign. Over \$510,000 has been raised in the campaign's history. This year the stores hope to add another \$60,000 to that total. Unique to Ray's, stores choose local organizations to support through the campaign.

We wanted to 'create a unique fundraising campaign that would positively impact our individual communities'. With October focused on national cancer awareness it made sense to support smaller local non-profits because they too are in need of donations, notes Rocky Campbell, Vice President/Operations.

Committed to Communities

100 percent of the funds raised are donated to local breast cancer research and awareness organizations and this year two more have been added to the list. The Pink 'R' roster of organizations will include:

- Bree's Foundation for Breast Cancer Awareness & Education – Southern Oregon Coos Health Center Foundation, Bandon OR
- Breast & GYN Health Project, Eureka CA
- CC's Clothes for Cancer, Brookings-Harbor OR
- Douglas County Cancer Services, Roseburg OR
- Mayer's Hospital – Intermountain Hospice, Fall River Mills CA
- Mercy Medical Center North, Mt. Shasta CA
- Providence Community Health Foundation – Leila J. Eisenstein Breast Cancer, Medford OR
- St. Charles Medical Center – Sara's Project, Bend OR
- Samaritan Pacific Communities Hospital, Newport OR
- Sponsoring Survivorship – Lake County, Kelseyville CA
- Oregon Cancer Foundation, Eugene OR
- Women's Imaging Center at Three Rivers Community Hospital, Grants Pass OR

Call to Communities

When community supporters shop at Ray's Food Place this month, they can "round-up" their order total and help support local breast cancer and research organizations.

About C&K Market, Inc.

C&K Market, Inc. is an independently owned grocery retailer based in Medford, Oregon. The company operates Ray's Food Place full service grocery stores, Shop Smart grocery stores offering everyday low pricing in a warehouse format and C&K Market small community, limited assortment grocery stores. More information can be found at www.ckmarket.com.