



Have you herd?

LOCAL BUSINESSES ARE MAKING THEIR MARK
IN THE FIGHT AGAINST CANCER.

Herd of Hope offers Western New York's corporate community the opportunity to come together as one in the fight against cancer.

From its inception, Roswell Park identified cancer research as a core element of its mission. Since then, groundbreaking research by Roswell Park scientists has led to greater understanding of the nature of cancer and to major advances in cancer diagnosis and treatment.

When you become a ***Herd of Hope*** partner, you'll be fueling the most promising research at Roswell Park and can join our many other corporate supporters who will be proudly displaying their dazzling blue buffalos across town this summer.



HERDOFHOPE.ORG

JOIN THE HERD

Join the Herd by committing \$5,000 as an official partner.

Funds raised through the campaign will fuel new innovative cancer research taking place at Roswell Park Comprehensive Cancer Center, from the latest in immunotherapy treatments and personalized medicine to groundbreaking clinical trials that bring the treatments of tomorrow to patients today. The collective contributions from the Herd will have the ability to make substantial difference.

You will receive a Buffalo statue designed for indoor or outdoor display at your business: a symbol that will demonstrate to both the community and your employees your commitment to finding a cure for cancer.

The buffalo is yours to keep.



As a member of the *Herd of Hope*, your company will also receive the following benefits:

- Limited-edition *Herd of Hope* buffalo statue to display at your business
- Inclusion on the herdofhope.org website
- Recognition in a minimum of one, and as many as four, print advertisements in *Business First* and *The Buffalo News*, acknowledging our most current partners
- Social Media recognition
- Rights to use the *Herd of Hope* Partner Seal in your own marketing and advertising
- Invitation to the post-campaign reception and funding announcement

Contact us today to learn more and join!

**TO LEARN MORE OR
TO JOIN THE HERD**

PLEASE CONTACT

716-845-HERD (4374)

INFO@HERDOFHOPE.ORG

HERDOFHOPE.ORG



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The Roswell Park Alliance Foundation raises and accepts all contributions to benefit Roswell Park Comprehensive Cancer Center, one of only 49 comprehensive cancer centers in the U.S. and the only one in Western or Upstate New York.