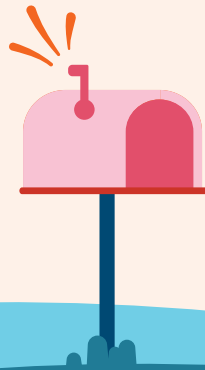




 Begins July 15, 2026 

Every bloom *starts with care.*



A reminder from someone who cares.

The Pink Letter Project encourages women to prioritize breast cancer screenings and inspire the people they love to do the same through personal messages of encouragement, community engagement, and meaningful conversations about breast health.

ArchWellTM
HEALTH

A note from ArchWell Health

Sometimes the most meaningful healthcare reminder comes from someone you know and trust.

That's the idea behind the Pink Letter Project.

The Pink Letter Project encourages women to prioritize recommended breast cancer screenings while inspiring the people they care about to do the same. Through personal messages of encouragement, community engagement, and conversations around breast health, the campaign helps remind women that a simple reminder from someone who cares can make a meaningful difference.

This year's theme, Every bloom starts with care, reflects the spirit of the campaign and the power of small acts of encouragement to inspire action starting on July 15th.

Enclosed you'll find:

- ▶ Information about the 2026 Pink Letter Project
- ▶ Campaign materials including postcards received by our patients
- ▶ Background information and stats on preventive screenings
- ▶ Additional resources for media and community partners

Thank you for taking the time to learn more about the Pink Letter Project and the communities it serves. If you have questions or would like additional information, please don't hesitate to reach out.

Kindly,

Kristine Szarkowitz

Senior PR Analyst

ArchWell Health

kristine.szarkowitz@archwellhealth.com

(206) 310-5323



About the Pink Letter Project

Now in its fourth consecutive year, the Pink Letter Project encourages women to stay on track with recommended breast cancer screenings while inspiring the people they care about to do the same.

ArchWell Health centers around the country mail personalized letters to members that include a ready-to-use order form for a mammogram, information on nearby radiology centers, and additional support to make completing a breast cancer screening easier than ever.

Campaign Details

**Pink Letter
Project Day**
July 15, 2026

Dates
July 15 - October 1
2026

Theme
Every Bloom Starts
With Care

Hosted by
ArchWell
HEALTH

Who can participate?

ArchWell Health members, colleagues, caregivers, family members, friends, and community partners.

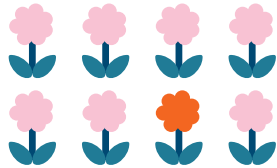
Why the Pink Letter Project?

Most screening reminders come from healthcare organizations. The Pink Letter Project takes a different approach by encouraging women to receive that reminder from someone they know and trust.

Through handwritten messages, personal encouragement, and community engagement, the campaign turns an important health reminder into a meaningful act of care.

Why it Matters

Breast Cancer Statistics



1 in 8

women will be diagnosed with breast cancer during their lifetime.

Breast cancer affects millions of women and families every year.



85%

of breast cancer cases occur in women with no family history.

Screenings are important, even for those who don't consider themselves at high risk.



99%

is the five-year survival rate when breast cancer is detected early.

Mammograms help detect breast cancer when it's most treatable.

Growing Through Care

What began as a center-based initiative has continued to evolve since its launch in 2022. The Pink Letter Project encourages women to prioritize breast health while inspiring the people they care about to do the same.

Over the years, the campaign has brought members, caregivers, families, and communities together through simple acts of encouragement that start important conversations about breast cancer screening and early detection.

Spokesperson



Dr. Judith Ford

Chief Clinical Officer
ArchWell Health

We created the Pink Letter Project around a simple belief: encouragement matters. A personal message from someone you care about can inspire an important conversation and encourage someone to take the next step for their health.”

Key Messages

- ▶ Nearly 25% of women ages 50–74 are not up to date with their mammogram screenings.
- ▶ Early breast cancer detection dramatically improves outcomes.
- ▶ The Pink Letter Project educates older adults on the importance life-saving breast cancer screenings before the rush during Breast Cancer Awareness month in October.
- ▶ Moving the conversation to mid-summer ensures ArchWell Health members and their friends and families have ample time for screenings and follow-up care.
- ▶ Small acts of encouragement leads to proactive self healthcare.

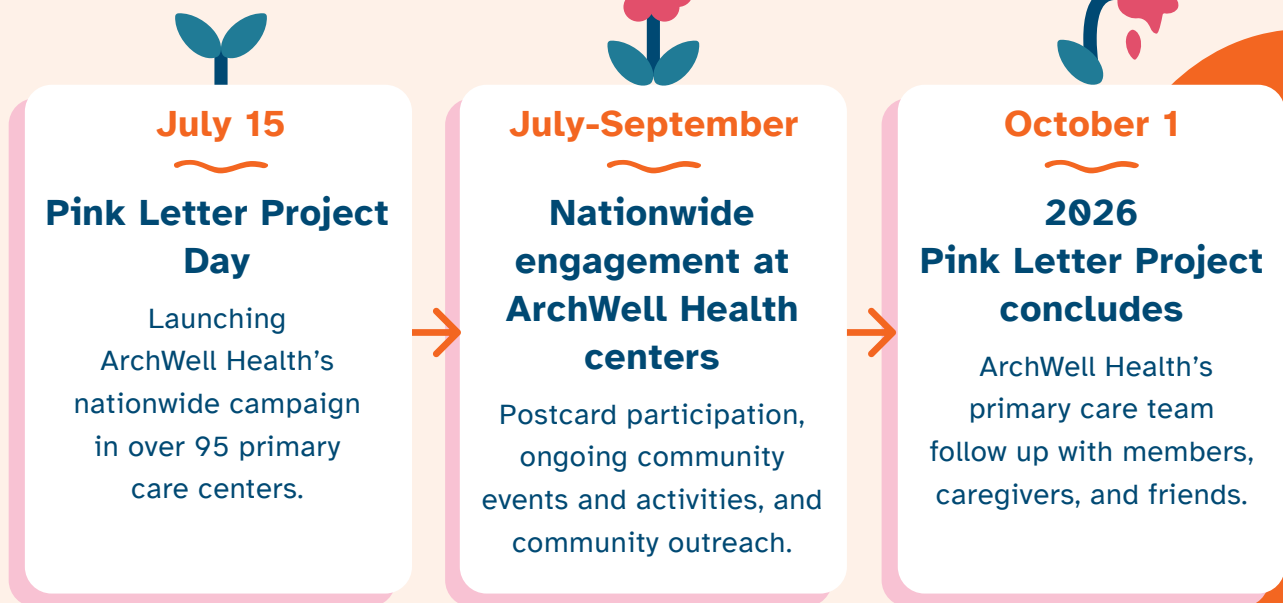
Interview Topics

- ▶ Breast cancer screening awareness
- ▶ Early detection and healthy aging
- ▶ The power of personal encouragement
- ▶ How to reduce barriers to care
- ▶ The Pink Letter Project and its fourth year



Looking Ahead

Campaign Timeline



Goals for 2026

- ▶ **Reach 10,000** older women overdue for their screening with personal letters and notecards.
- ▶ Launch the Pink Letter Project in **three new states:** Wisconsin, Ohio, and Pennsylvania.
- ▶ **Reach 1 million** media impressions.

With new postcard designs, community experiences, and opportunities to share personal stories, the Pink Letter Project continues to grow while staying rooted in a simple belief: a reminder from someone who cares can make a meaningful difference.



Learn More



Scan the QR code

to stay updated on upcoming events at archwellhealth.com/events

Campaign Assets

Downloadable Media Assets



**Scan the QR Code or visit
ArchWellHealth.com/PinkLetterProject**

What's available?

Digital Media:

- ▶ Corporate and campaign logos and artwork
- ▶ High-resolution photography
- ▶ Social media graphics
- ▶ Spokesperson headshots
- ▶ 2025 video content
- ▶ B-roll

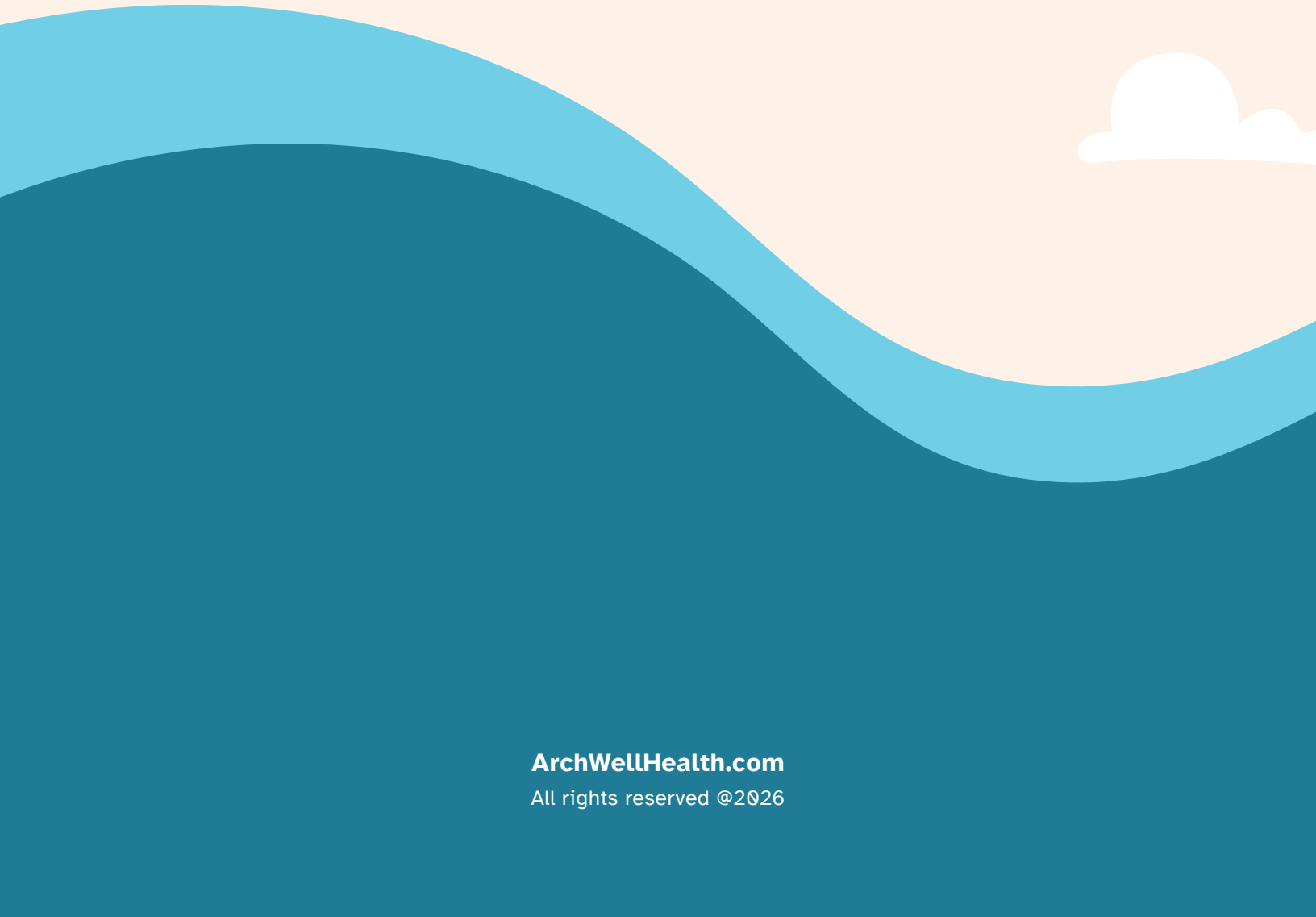
Helpful Documents:

- ▶ Release
- ▶ Media Alert and Contact Info
- ▶ Broadcast Contacts
- ▶ FAQ

Print Media:

- ▶ Corporate and campaign logos and artwork
- ▶ 2026 Pink Letter Project postcard
- ▶ Seed paper card





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