



Radio Talking Points for Radio Hosts

The Basic Self-Contained Message (options)

- When was the last time you had a great excuse to get together with the girls? A new fundraising program called *Girls Night In* (from the Canadian Cancer Society in Ontario turns any get-together into support for research into cancers that affect women. It's easy to get started at **www.GirlsNightInForCancer.ca**.
- It's easier than ever to support research into cancers that affect women through a new fundraising program called *Girls Night In*. Simply hold any kind of get-together with the girls and ask your guests to donate what they would have spent on a night out. Get started at **www.GirlsNightInForCancer.ca**.
- Ever wanted to support a cause, but didn't have the time? A new fundraising program called *Girls Night In* works around your schedule, by letting you turn any get-together with the girls into support for research into cancers that affect women. You decide how and when to get together with the girls and who to invite. Get started at **www.GirlsNightInForCancer.ca**.
- By hosting or attending a *Girls Night In* event you'll help support important research into cancers that affect women. Learn more about this fun and flexible fundraising program at **www.GirlsNightInForCancer.ca**.

Why *Girls Night In* is important

- In 2009, an estimated 12,050 women are expected to be diagnosed with breast, cervical, ovarian or uterine cancers in Ontario alone, underscoring the need for programs like *Girls Night In* to help fund leading-edge research into cancers that affect women.
- When you host or attend a *Girls Night In* you help the Canadian Cancer Society fund leading-edge research into cancers that affect women (breast, cervical, ovarian and uterine cancers).





Expansion Message

(time permitting, these messages explain more about *Girls Night In*)

Why *Girls Night In* is different

- *Girls Night In* is one of the few fundraising ideas that truly fits any schedule or lifestyle. When you host a *Girls Night In* you get to decide the kind of event to hold, who to invite, and when to hold it.

How *Girls Night In* works

- *Girls Night In* raises money for research into cancers that affect women, by asking women to host any kind of get-together with the girls and to ask their guests to donate what they might spend for a night out, on things like movie tickets, transportation or dinner.
- Hosts of *Girls Night In* events help support research into cancers that affect women by asking guests to donate what they might spend on a typical night out (on things like movie or concert tickets, dinner, taxis, or parking).

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GirlsNightInForCancer.ca