

# the pink cart™

[www.thepinkcart.com](http://www.thepinkcart.com)



## What is The Pink Cart program?

The Pink Cart™ is part of Cascade Cart Solutions' effort to *curb cancer*. Born from the personal experience of one employee, this program has special significance to Cascade. We are working in partnership with the American Cancer Society® and the Canadian Cancer Society® to build awareness and funding to fight a disease that affects 1 in 8 North American women in their lifetime – in honor of the many wives, mothers, sisters, daughters, and friends who are affected by breast cancer.



## What products are available?

We offer the Cascade Cart Solutions ICON Carts in all three sizes – 35 gallon, 64 gallon and 96 gallon. We have also incorporated our recycling products into the program in both the 18 gallon bin and the 6 gallon tote. All Pink products come with standard warranty.



## What is the impact?

For every Pink Cart product purchased in Canada, funds are directed to the Canadian Cancer Society's breast cancer research initiatives. For Pink Cart products purchased in the U.S., funds go to support the American Cancer Society's breast cancer awareness programs in the local community where the carts were purchased. \$5 from each cart and \$1 from each bin or tote sold in each country goes to these important organizations.

## We're here to help you Kick Breast Cancer to the Curb!

Cascade has developed a direct-to-consumer promotional strategy designed to increase demand locally and help you get Pink Carts to the curb in your community. Through our website, social media channels, and promotional resources, we have the tools to help your Pink Cart program succeed and make a difference in your community.



*Join the fight against breast cancer by offering The Pink Cart to your residents and using Pink Cart products at community events. As a waste hauler in your community, participating in The Pink Cart program shows your company is up to the challenge of kicking breast cancer to the curb.*

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**CASCADE**  
cart solutions

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