



FIGHT THE BEAST--The Buchheit staff is proudly wearing pink this month and decorating the stores in pink to show their support in the fight against cancer. Pictured is the staff at the Sparta Buchheit store in their pink shirts.

Buchheit staff wears pink to raise awareness of cancer

During the month of October, Buchheit stores will “pink-it-up” to support the fight against cancer.

The Buchheit family has witnessed many of its members “fight the beast,” a phrase used by Buchheit, Inc. CEO Tim Bu-

chheit. Some of their stories can be found at www.buchheitonline.com/pink.

In support of these friends, family and fighters, the employees will wear special pink uniform shirts. Buchheit will

donate funds raised through special promotions to local organizations which provide services to cancer patients. It is important to the Buchheit family that they give back to the communities which have supported them over the past 81 years of operation.

Customers can help raise funds by participating in four ways. The pink shirts worn by team members and a special pink handgun kit will be available for purchase by the public; \$1 and \$5 Donation Cards will be sold and displayed throughout the store; and a Carhartt bag can be purchased for \$5. All of the funds from the donation cards and the Carhartt bag will be donated to local cancer support organizations; \$5 from the purchase of the shirt and \$20 from the purchase of the gun will go to the local fight against cancer.

Along with the special promotions, “pink” will be the color found in the sales circular, the straw bales, the pumpkins and other decorations around the store. Visit a local Buchheit, explore the possibilities of a simpler life and help your neighbor “fight the beast” during the month of October.