



**MAKING STRIDES AGAINST BREAST CANCER
(AMERICAN CANCER SOCIETY)**

The American Cancer Society (ACS) is a nationwide, community-based voluntary health organization dedicated to eliminating cancer. Their “Making Strides Against Breast Cancer” event is an annual fundraising walk that raises awareness and funds for breast cancer research and patient support.

The ACS aimed to increase brand awareness, engage attendees, and encourage social media sharing during the Making Strides Against Breast Cancer walk. They sought innovative ways to enhance the attendee experience and amplify their message through various platforms.

So the visuals that you see around from the pink tents, to our sponsors, big pink chair, it's just all a part of building an experience that gives people a way to express their hope and to fight back honestly. People climb up in the chair they smile and they embrace this atmosphere for this exact reason.

— Ro Morvant
(American Cancer Society)



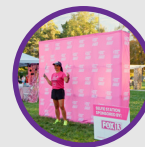
THE SETUP:



(5) YARD SIGNS



(1) BIG PINK CHAIR



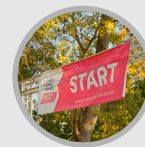
(1) POP-UP WALL



(7) TABLE COVERS



(1) POP-UP TENT



(1) TRUSS ARCH