


What is **DRY FEB**™?



Dry Feb is a fundraiser that challenges you to go alcohol-free in February, and raise funds for the Canadian Cancer Society.

The funds raised through Dry Feb will help the Canadian Cancer Society fund groundbreaking research and the country's largest cancer support system, which provides people affected by cancer with programs and services to turn to when they need support.

 1-800-268-8874

 dryfeb@cancer.ca

 www.dryfeb.ca

IN SUPPORT OF



Canadian
Cancer
Society



Started in 2016, Dry Feb has raised almost \$2 million in just 4 years!

The Canadian Cancer Society (CCS) is the only national charity that supports all people with all cancers in communities across the country.

With the support of our donors, we:

- fund groundbreaking research across more than 100 types of cancer
- provide a national support system that helps people with cancer, and their caregivers, live their lives as fully as possible
- advocate to governments for policies that will help prevent cancer and improve the lives of people affected by cancer.

Dry Feb in the Workplace – how it works



1. Sign-up to the challenge and create a workplace team



2. Go booze-free in February with your co-workers



3. Ask friends, family, co-workers and business partners to sponsor you



4. Help people affected by cancer

Your team feels better after Dry Feb



A **clear head**



Better **sleep**



Healthier skin



Weight loss



Increased **energy levels**



A great sense of **achievement**

Why Workplaces get involved in Dry Feb

- ✓ A win-win for participants
- ✓ A great fit for business of all sizes
- ✓ Behaviour and habit changing
- ✓ Accessible
- ✓ Relevant
- ✓ Free to register
- ✓ Fully supported

Benefits for Your Organisation



Enhance **leadership skills**



Strengthen **teamwork**



Build **resilience**



Stimulate **creative thinking**



Promote **healthy lifestyle** changes



Reinforce **CSR commitment**