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PRESS RELEASE

Ware-Butler Building Supply Announces Partnership with Mount Waldo Plastics to support Cancer Care of Maine

The company will double the donation for every pink shovel sold this winter.

December 17, 2021: Ware-Butler Building Supply is partnering with Mount Waldo Plastics this winter to raise money for Northern Light Cancer Care.

For years, Mount Waldo Plastics has been raising money to fight cancer by producing and selling Pink Snofighter shovels. For every shovel sold, two dollars goes to the Champion the Cure Challenge. This year, Ware-Butler will sell shovels at each of its locations and donate another two dollars for each one sold.

“Ware-Butler Building Supply is here for Mainers,” says WB Marketing Coordinator Emily Hodgdon. “We have 13 store locations, and we’re going to sell pink shovels at every single one of them. Why not buy something you need this year and help raise money for cancer research at the same time?”

Champion the Cure Challenge is a fundraiser that supports cancer research and patient care at Northern Light Cancer Care. Every dollar raised at the annual walk/run, cycle, paddle, horse trail ride, and virtual events stays local to help Maine patients and families affected by cancer. By supporting the event, Maine businesses like Ware-Butler are making a significant impact in the fight against cancer in our communities.

“With every shovel purchased, Ware-Butler and its customers are strengthening Maine-based cancer research and patient care,” says Donna Boehm, MSN, MPH, RN, Associate Vice President, Oncology Services, Northern Light Cancer Care. “For years, the Pink Snofighter shovel has been a symbol of Mainers’ commitment to standing up to cancer. Ware-Butler’s support will further fuel efforts to bring the best treatments to Maine, contribute to future cures, and inspire others to join the fight to defeat cancer.”

Recently, Challenge funds were used to ensure access to groundbreaking clinical trials, hair preservation technology that reduces hair loss during cancer treatment, local genomic research, food for cancer patients in need, vision testing for pediatric brain cancer patients, and more. Since the first event in 2010, Champion the Cure Challenge has raised \$5.5 million to benefit care at Northern Light Eastern Maine Medical Center and the Lafayette Family Cancer Institute. More information is available at ctchallenge.org.

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Pink shovels are available for purchase at all thirteen Ware-Butler Building Supply stores across the state. Visit www.warebutler.com for store hours and locations.