

Breathe Easy Overview

About Breathe Easy

In honor of Healthy Lung Month this October, Respiratory Health Association is launching Breathe Easy, a citywide campaign that unites Chicago businesses in support of healthy lungs and clean air. Throughout the month, participating businesses will introduce special offers and product tie-ins aimed at sparking important conversations around lung health. By bringing the community together, Breathe Easy celebrates the power of collaboration in building a future where everyone can breathe easy.



Getting Involved

Participation can be as simple or creative as you like, options include:

- **Round-ups at checkout:** Customers round their purchase total to the nearest dollar, with the difference benefiting RHA.
- **Proceeds from products:** A portion of sales from a featured product, menu item, or service is donated.
- **Special profit-share events:** Host a day or week when a percentage of sales supports lung health initiatives.

Partners will be featured on the campaign landing page and in weekly emails to 5,500+ contacts (with 3,000+ regular opens). Additional perks include a potential feature on PBS' The Whitney Reynolds show, highlighted blog posts, and social media promotion.

Partner Highlights



**For questions contact Katie Bick at
KBick@RespHealth.org or 312.628.0193.**