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### **ASG Announces a New Pin to Support Breast Cancer**

*In conjunction with October's National Breast Cancer Awareness month, ASG is delighted to be able to offer a unique and effective way to spread awareness through a newly developed pink tape measure ribbon pin.*

The American Sewing Guild has designed a special edition pin that will be used to promote Breast Cancer Awareness among members of the sewing industry. The pin is a die-struck design with a butterfly clutch closure, measuring 1½" x 1".

ASG remains committed to the passion for giving back to our communities through projects such as the Anti-Ouch Pouch. The "AOP" was designed by Deon Maas, and is dedicated to her mother, Doris Lock, who taught her to sew. Both women are breast cancer survivors and members of the American Sewing Guild.

To order, simply visit the ASG store at [www.asg.org](http://www.asg.org). The price per pin is \$4.00, S/H included. For group order shopping discounts, email [info@asg.org](mailto:info@asg.org). Supplies are limited so hurry and get yours now! Proceeds will benefit ASG educational development opportunities.

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The American Sewing Guild, Inc. (ASG) is a not-for-profit education based organization, founded in 1978. ASG is comprised of 136 chapters with over 1,000 community and special interest groups within the chapter umbrella. ASG's over 20,000 members promote the mission to "advance sewing as an art and life skill" by providing a network of sewing education and support for sewing enthusiasts of all skill levels, serving as preservers of the sewing arts in America, promoting community engagement through service projects, sharing sewing arts with new generations and being key participants in both consumer and industry-wide events that promote sewing activity.

