



**AUTISM SPEAKS™**  
It's time to listen.

## **PUZZLE PIECE FACT SHEET**

### **The Puzzle Piece Promotion**

Companies from the retail sector have a special opportunity to build excitement for the Walk and help raise money for Autism Speaks' research efforts. Store cashiers ask customers at the point of purchase to buy a blue paper Puzzle Piece for \$1.00 to help the store support Autism Speaks. The customer signs his or her name on the Puzzle Piece. Then a store employee posts the Puzzle Pieces throughout the store.

### **Autism Speaks will help you every step of the way!**

This promotion is very easy for stores to implement. Autism Speaks will provide the Puzzle Pieces and posters.

### **What's in it for our stores?**

- The promotion can be used to build a strong walk team, enhances employee morale and contributes to how much the company can raise for autism research.
- Your customers will feel good about patronizing a store that gives back to its community.
- The promotion is a natural public relations tool. Once the Puzzle Pieces begin to "take-over" your stores walls, it's time to call the media. Puzzle Piece sales are a great way to build your company's visibility in the community. Best of all, you can raise a substantial amount of money for autism research at no financial cost to you!
- Autism affects 1 in 150 individuals in the United States. Chances are that many of your customers and employees have had their families touched by autism. They will be thrilled with your involvement with this program.
- Of course, the best reason for participating in this promotion is the satisfaction you and your employees will have in knowing that the dollars you raise will help find more effective treatments for autism, and someday, a cure.

Contact your local Autism Speaks office to get started!

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