

WEAR IT
PINK

BREAST
CANCER
NOW The research &
support charity

OUR CAMPAIGNING WINS

We want everyone affected by breast cancer to get the best possible treatment, care and support. That's why we use our voice, and work alongside other charities, to campaign for the things that people affected by breast cancer need – from better screening and diagnosis to access to treatments.



WE'VE HAD SOME AMAZING CAMPAIGN SUCCESSES, AND WE **COULDN'T HAVE DONE IT WITHOUT YOU.**

- With the support of patient advocates we helped ensure **life-extending secondary breast cancer drugs** like Kadcylla, Perjeta and Trodelvy are available on the NHS across the UK. This could help give people with incurable secondary breast cancer more time
- We helped the potentially **life-saving primary breast cancer drug, olaparib, become approved for use on the NHS.** This could enable certain women to have a future free from breast cancer
- We successfully called for the NHS in England to run a **breast screening awareness campaign**, to encourage more women to attend screening when invited. Screening can pick up breast cancer at the earliest stages. And the sooner breast cancer is diagnosed, the more effective treatment is likely to be. So, more women attending screening could mean more lives saved from breast cancer

By wearing it pink and raising money, you could help fund more vital campaigns. Pushing for more people to get diagnosed earlier, be able to get treatments and be supported to live well.

Find out how you can get involved at
breastcancernow.org/campaign

Breast Cancer Now is a company limited by guarantee registered in England (9347608) and a charity registered in England and Wales (1160558), Scotland (SC045584) and the Isle of Man (1200). Registered Office: 6th Floor, The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS.

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