

WEAR IT
PINK

BREAST
CANCER
NOW The research &
support charity

WEAR PINK.
RAISE MONEY.
FOR EVERYONE AFFECTED
BY BREAST CANCER.

Hello,

Welcome to our wonderful wear it pink community! Thank you for signing up to wear it pink 2025. We're so pleased you're joining us.

Over the past 24 years, our fantastic community has raised over a staggering £43 million for breast cancer research and support services. But we can't stop there.

We're on a mission to make sure that by 2050, everyone diagnosed with breast cancer lives, and is supported to live well. By wearing it pink this October, you'll help us get closer to making this ambitious goal a reality. Thank you.

You can make a difference

Every 10 minutes, someone in the UK hears the words "you have breast cancer". It's the most common cancer in women in the UK. So no matter how you're wearing it pink, your support makes a vital difference.

Whether it's a big pink quiz or a rose-tinted bake sale, the money you raise could help give someone information and support they can rely on when they need it most.

Get ready to wear it pink

We hope you love your wear it pink fundraising pack. You'll find plenty of pink materials to help you plan and decorate for your event. If you need any extra items, you can order them at [wearitpink.org/sign-in](https://www.wearitpink.org/sign-in) using your unique registration number.

We're here if you need anything, even if it's just some tips and hints to get you inspired! You can get in touch with us at wearitpink@breastcancer.org or on **0333 20 70 300**. And please do share your wonderful stories with us, we love hearing from you.

Enjoy planning your event – pull up those pink socks, pop on your pink t-shirt or proudly parade that pink hat. We can't wait to hear all about it!

Kinie Sarah Aicha

Kinie, Sarah and Aicha
Your wear it pink team



How do I pay in my fundraising?

Whenever you're ready, here are 4 easy ways to pay in. We've explained them all below, so be sure to keep this page handy after your wear it pink event!

Pay in by card

Go to [wearitpink.org/online](https://www.wearitpink.org/online) to pay in through our secure online form. Or give us a call on **0333 20 70 300** to pay in over the phone.

Online giving page

Set up your JustGiving page and the money comes straight through to us. Simply head to [justgiving.com/campaign/wearitpink2025](https://www.justgiving.com/campaign/wearitpink2025) and click "start fundraising".

Pay in by bank transfer

You're welcome to pay in by bank transfer. Once you're ready, please just pop us an email at wearitpink@breastcancer.org or give us a call on **0333 20 70 300** and we'll be happy to provide you with our bank details.

Send a cheque

Write us a cheque made payable to 'Breast Cancer Now'. Send to **Freepost wear it pink** – no other address line is needed. Please mention wear it pink and include your contact details as well as your wear it pink registration number.

Go to the bank

Request a paying in slip at [wearitpink.org/extras](https://www.wearitpink.org/extras) to pay your cash directly into our bank account. Please note there are restrictions on which banks will accept them, and they won't be accepted at the Post Office or building societies.

By wearing it pink this year, you'll be helping provide support for today and hope for the future.

Thank you.



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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 Kadcyra, 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.

WIP25-CAMPAIGNS

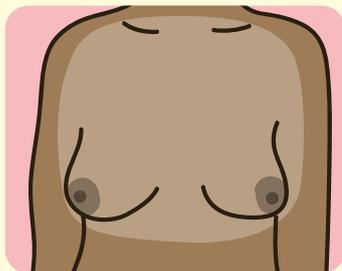


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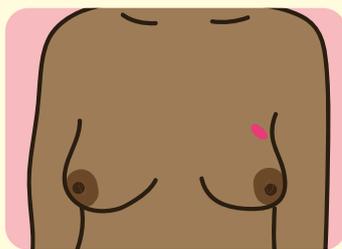
TOUCH YOUR BREASTS LOOK FOR CHANGES CHECK ANY CHANGES WITH YOUR GP

No matter what size or shape your breasts are, check them regularly.

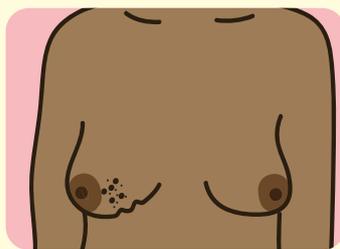
Signs and symptoms may appear differently on various skin tones



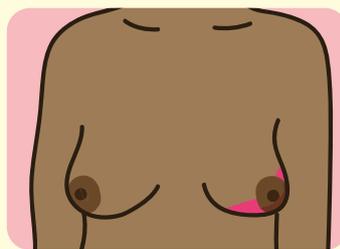
Check all parts of your breasts, your armpits and up to your collarbone (upper chest) for **changes**.



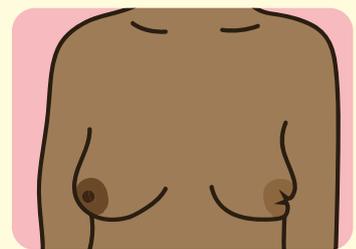
A **lump or swelling** in the breast, upper chest or armpit



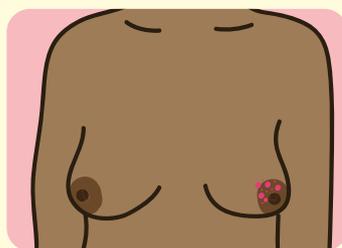
A **change to the skin**, such as puckering or dimpling



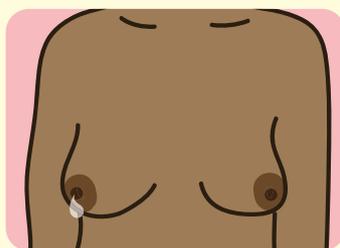
A change in the **colour** of the breast – the breast may look darker, red or inflamed



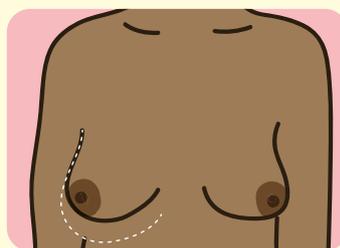
A **nipple change**, for example it has become pulled in (inverted)



Rash or crusting around the nipple



Unusual liquid (discharge) from either nipple



Changes in size or shape of the breast

On its own pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.

Watch our Touch Look Check breast awareness video
breastcancer.org/getchecking

These illustrations are meant as a guide. Check anything that looks or feels different for you with a GP.



BREAST CANCER NOW The research & support charity



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SKU: WIP25-TLCPPOSTER



LUCKY SHAPES SWEEPSTAKE GAME.

Pick the winning shape, raise money and help make life-changing breast cancer research and support happen.

Find more downloadable games at
wearitpink.org/games

How to play

- 1 Take a look at our patchwork jumper. Choose a winning shape from 1 to 25 and write it on the top right-hand corner of this sheet. Fold it over so no one can sneak a peek!
- 2 You could suggest players give an optional donation, perhaps £2, to write their initials in one of the shapes on the jumper.
- 3 Once the jumper is full and the money is in, reveal the winner! They could win half the money or a prize of your choosing.
- 4 The rest of the money will help give support for today and hope for the future to people affected by breast cancer.

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WIP25LUCKYSHAPES



GUESS IT PINK SWEEPSTAKE GAME.

Guess how many pink socks (whatever the style) are in the sock drawer and help raise money for life-changing breast cancer research and support.

How to play

- 1 Take a look into our drawer full of socks...
- 2 Ask your guests to guess how many pink socks are in there. We suggest an optional donation of £2 to play.
- 3 The person who guesses the closest number wins!

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WIP25-SOCKSGAME

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BE A LIFE-CHANGER

For a future where everyone who develops
breast cancer lives and lives well, wear it pink.

Find out more at [wearitpink.org](https://www.wearitpink.org)



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WIP25-EMPTBELLY1

YOU'RE
INVITED!

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For breast cancer
breakthroughs, wear it pink.

Find out more at wearitpink.org



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WIP25-EMPTBELLY2

MAKE YOUR OWN CAKE FLAGS

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Make your own little cake flags for your wear it pink event. Simply print, cut out, wrap each one around a cocktail stick and glue together. Ta-da!



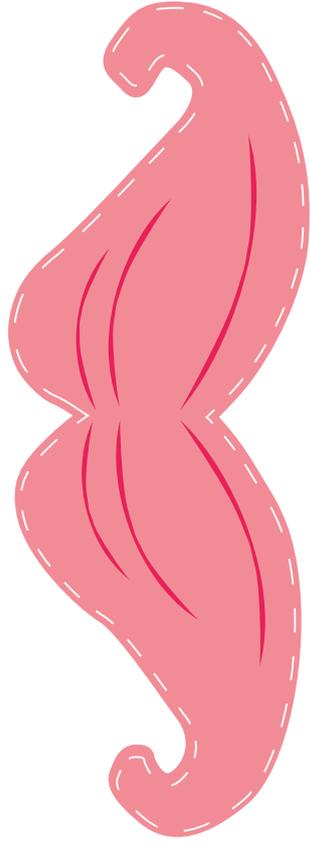
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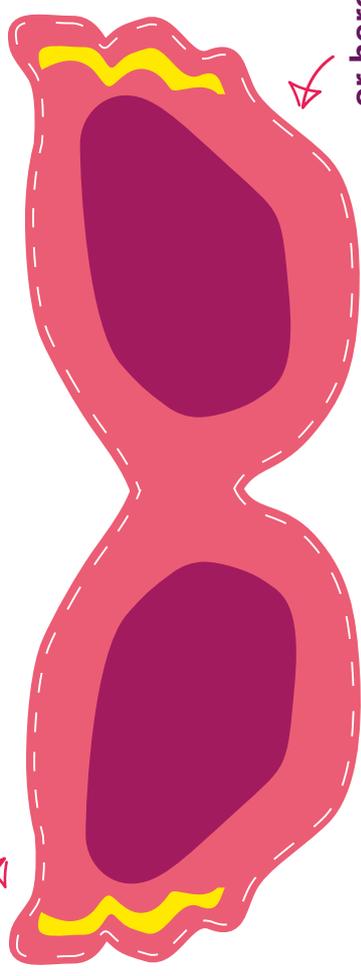
WIP25CAKEFLAG-12

ADD THAT EXTRA TOUCH OF PINK

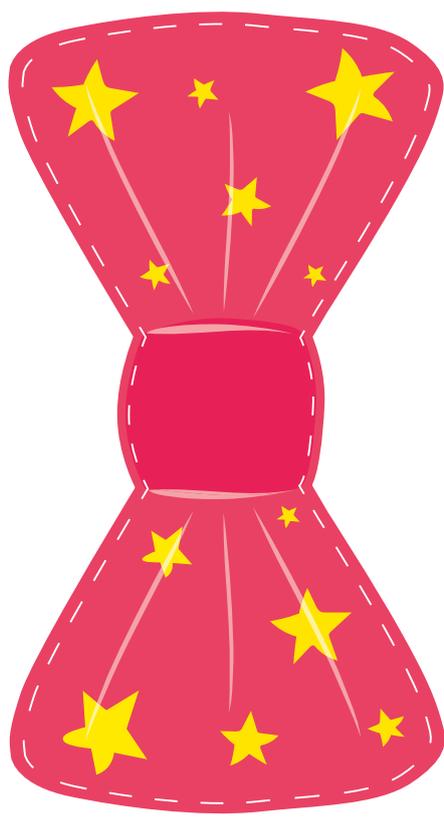
- 1 Cut along the dotted line for each prop
- 2 Attach each selfie prop to a straw (or similar) on the left or right side
- 3 Snap away and don't forget to show us how pink you're getting with #WearItPink



Attach here...



...or here



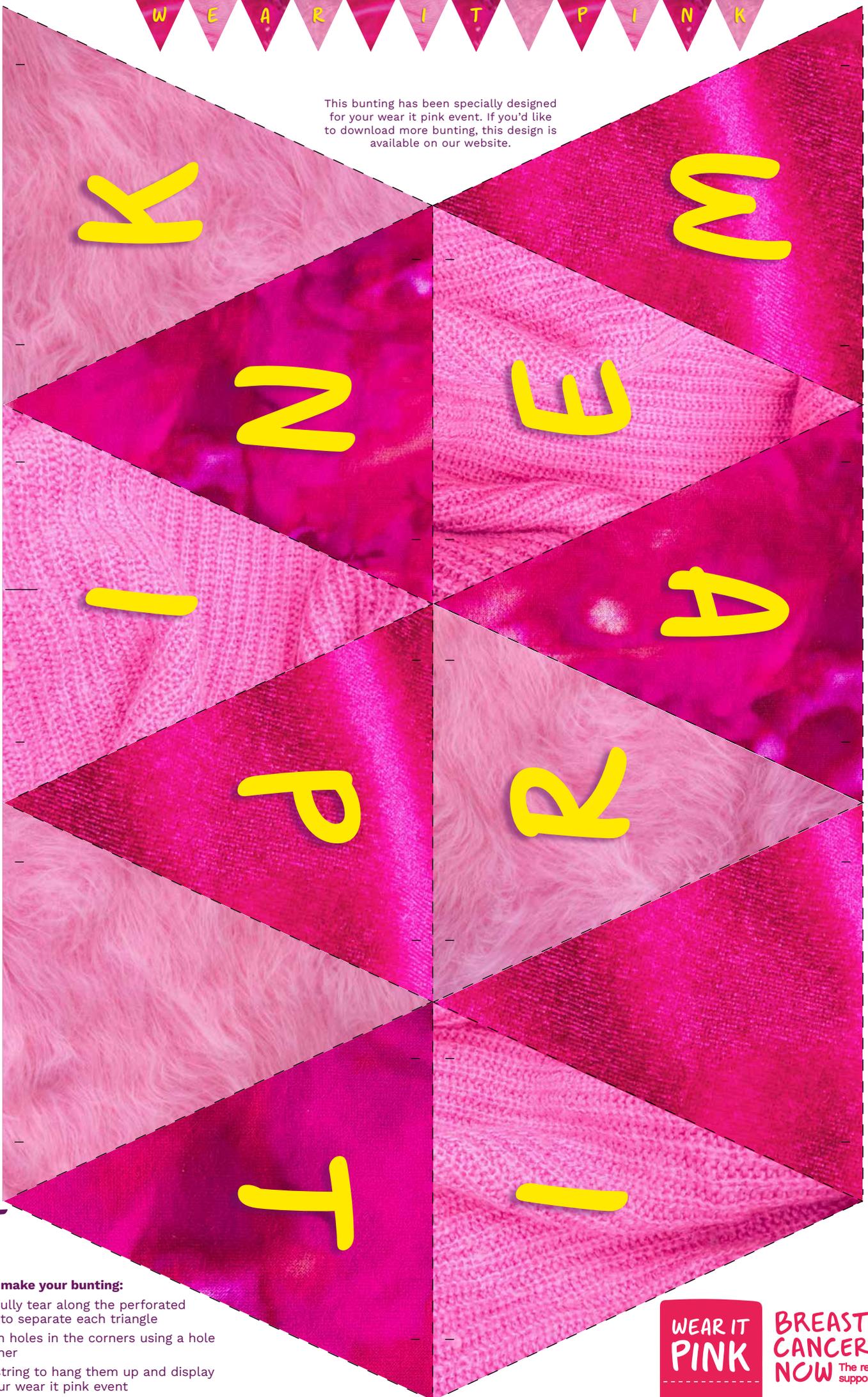
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WIP24-PHOTOPROPS

This bunting has been specially designed for your wear it pink event. If you'd like to download more bunting, this design is available on our website.



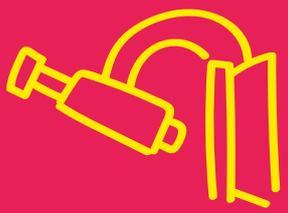
How to make your bunting:

1. Carefully tear along the perforated lines to separate each triangle
2. Punch holes in the corners using a hole puncher
3. Use string to hang them up and display at your wear it pink event



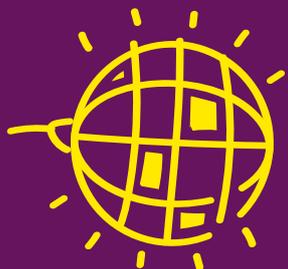


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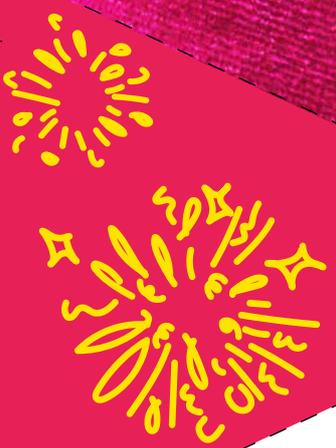
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