

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, we're so pleased you're joining us.

Over the past 20 years, our fantastic community has raised a staggering £41 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 can help us get there.

You're changing lives

Every year, over 55,000 people are diagnosed with breast cancer. It's the most common cancer in women in the UK.

So, whether you pull on a pair of pastel pink socks or you're head-to-toe in hot pink, however you take part you'll be making a huge impact.

Get started

We hope you love your wear it pink fundraising pack. Inside you'll find lots of fabulous pink materials that'll help you plan and decorate for your event. Most importantly, they'll also help you raise awareness and life-changing funds for people affected by breast cancer.

If you need any extra bits, don't hesitate to get in touch. You can also order anything else you'd like at wearitpink.org/sign-in using your unique registration number.

Please do share your wonderful stories with us, we love hearing from you. We're here if you need anything, even just some tips and hints to get you inspired!

You can reach out to us at wearitpink@breastcancer.org or on **0333 20 70 300**.

So, enjoy planning and have the best time wearing it pink!

Thanks so much for your support,

Kinie Ainan

Kinie & Ainan
Your wear it pink team



Breast Cancer Now is a company limited by guarantee in England (9347608) and a charity registered in England and Wales (1160558), Scotland (SC045584) and the Isle of Man (1200). Registered Office: Fifth Floor, IbeX House, 42-47 Minorities, London EC3N 1DY

YOUR SUPPORT WILL HELP RESEARCHERS LIKE DR MARC RABIONET DIAZ

Marc is working to improve breast cancer treatments at the Breast Cancer Now Toby Robins Research Centre at the Institute of Cancer Research.

“

My mum is a survivor of breast cancer, so it's something that is immensely close to my heart.

My current project is focused on how the environment around the tumour affects the activation of T cells, a type of immune cell that can kill cancer cells. This research will help us understand how we can modify the tumour environment to our advantage, to make breast cancer treatments more effective.

We do research because we want to understand how breast cancer works. Seeing people who support our research through events like wear it pink gives us motivation to keep doing it.

- Marc

”

Thank you for helping to fund the vital work our researchers are doing.

Find out more at

[wearitpink.org/research](https://www.wearitpink.org/research)



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BREAST CANCER NOW'S CAMPAIGNING WINS

Over the years we've campaigned to make sure that everyone affected by breast cancer receives the best possible treatment, services, support and care. And we couldn't have done it without you.



HERE ARE A FEW OF THE CAMPAIGNING WINS THAT YOU HELPED MAKE POSSIBLE:

- With the support of patient advocates we helped ensure **life-extending secondary breast cancer drugs** like Kadcyła, Perjeta and Trodelvy are available on the NHS across the UK. This could help give people with incurable secondary breast cancer the hope of more time
- We contributed significantly to bringing about the **long-called-for secondary breast cancer audit** in England and Wales. We also helped secure a commitment to everyone with secondary breast cancer having access to the right expertise and nursing support in the NHS England Long Term Plan
- 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 the prospect of a future free from breast cancer

By wearing it pink and raising money, you're helping to make a huge difference to the lives of people affected by breast cancer.

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

WIN IT PINK SWEEPSTAKE GAME

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

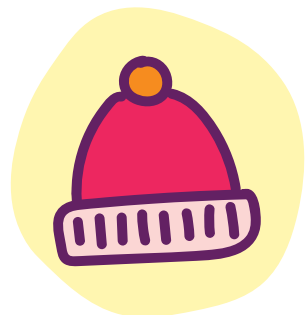
Find more downloadable sweepstakes and games at wearitpink.org/games

How to play

- 1 Pick a winning number 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 that people playing the game give a donation, perhaps £2, to put their name next to a pink item
- 3 Once the sheet 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 to fund life-saving research and life-changing support

ANSWER

Fold here



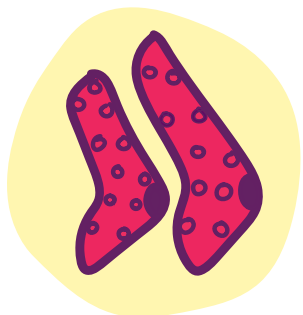
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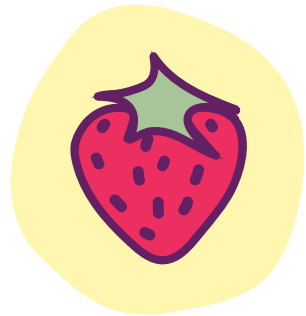
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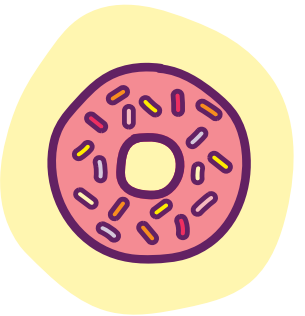
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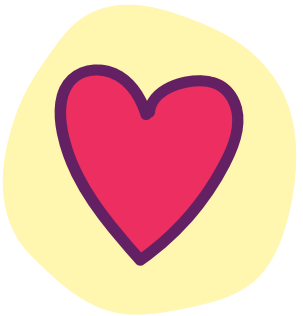
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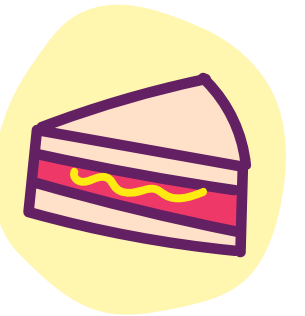
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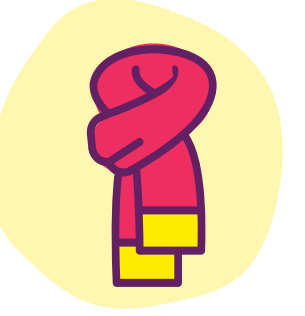
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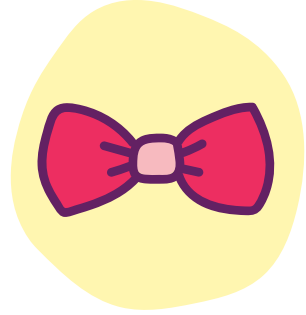
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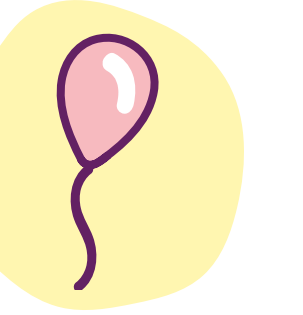
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GUESS HOW MANY CALLS OUR NURSES RESPONDED TO IN A YEAR

Are you ready to put your guessing skills to the test? Try your chances with this sweepstake game...

For anyone with worries about breast cancer or questions about breast health, our expert team are here and ready to listen on our helpline. How many calls and voicemails do you think our nurses responded to from August 2022 to July 2023?

How to play

- 1 You could suggest that people playing the game give a donation, like £2
- 2 Record everyone's guesses
- 3 Reveal the answer and find a winner! Go for the closest answer if no one is spot on
- 4 Award the winner with a prize of your choice

Find more downloadable sweepstakes and games at wearitpink.org/games

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PUT YOUR CAKE HERE

GUESS THE WEIGHT OF THE CAKE

Guess the weight of the cake and help raise money for life-changing breast cancer research and support.

**Run out of time to bake your own?
Turn over to use Kim's cake!**

For cake flags and labels, go to
[wearitpink.org/downloads](https://www.wearitpink.org/downloads)

How to play

- 1 Bake (or buy) a cake, weigh it and make a note of it so you don't forget!
- 2 Pop your cake on the placemat above and ask your guests to guess the weight. We suggest an optional donation of £2 to play
- 3 The person who guesses closest to the weight wins!

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Answer

1,223g

Fold here



GUESS THE WEIGHT OF THE CAKE

Guess the weight of the cake made by Kim, winner of our 2023 wear it pink office bake sale! Help raise money for life-changing breast cancer research and support.

Want to guess the weight of your own cake? Use the other side!

For more games and activities go to
wearitpink.org/downloads

How to play

- 1 Decide on a prize for the winner
- 2 Ask your guests to guess the weight of Kim's cake. We suggest an optional donation of £2 to play
- 3 The person who guesses closest to the weight wins!

GET INVOLVED.
WEAR IT PINK.

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For breast cancer
breakthroughs.
Wear it pink.

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



YOU'RE
INVITED!

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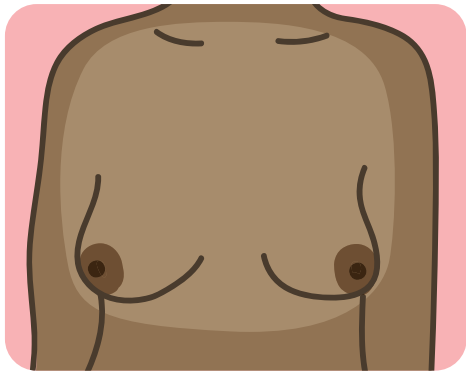
**For life-saving research
and life-changing support.
Let's do this.**

Find out more at **wearitpink.org**

TOUCH YOUR BREASTS Can you feel anything new or unusual?

LOOK FOR CHANGES Does anything look different?

CHECK ANY CHANGES WITH YOUR GP

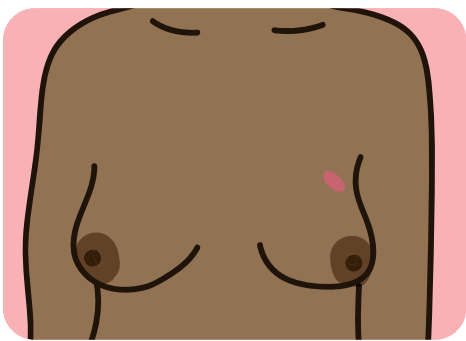


Check all parts of your breasts, your armpits and up to your collarbone (upper chest) for **changes**.

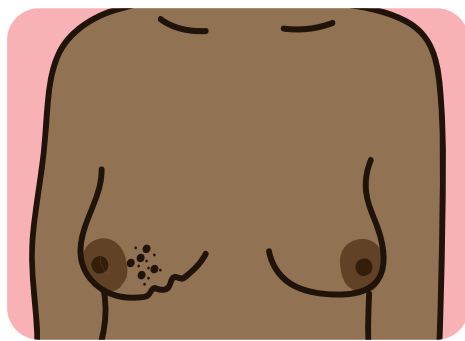
No matter what size or shape your breasts are, **check them regularly**.

Some of these signs and symptoms may appear differently on various skin tones.

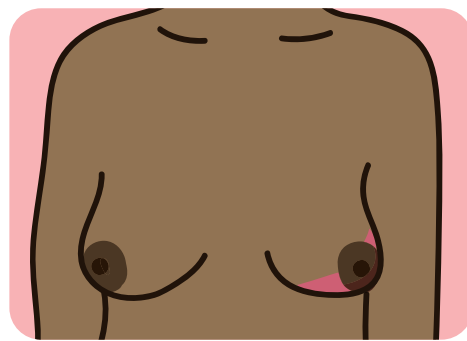
COMMON SIGNS OF BREAST CANCER INCLUDE...



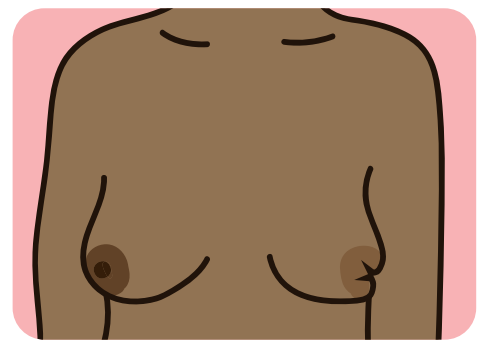
A **lump or swelling** in the breast, upper chest or armpit



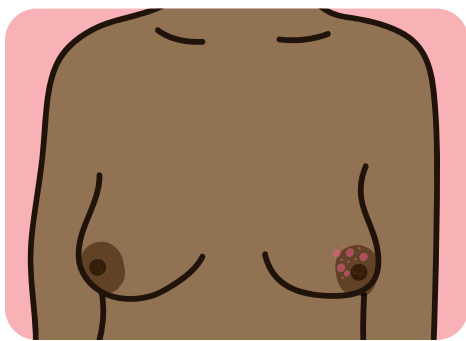
A **change to the skin**, such as puckering or dimpling



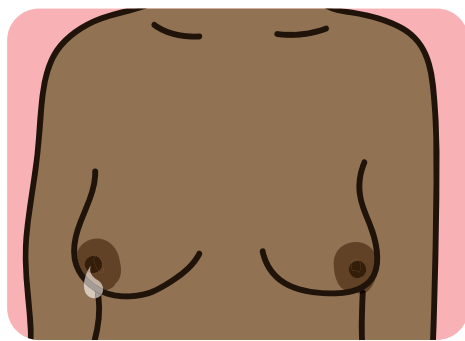
A change in the **colour** of the breast – the breast may look red or inflamed



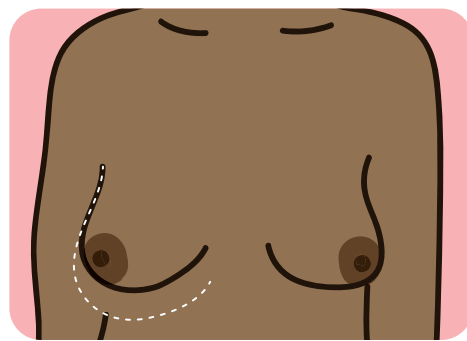
A **nipple change**, for example it has become pulled in (inverted)



Rash or crusting around the nipple



Unusual liquid (discharge) from either nipple



Changes in size or shape of the breast

BREAST PAIN

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.

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

Watch our Touch Look Check breast awareness video

breastcancer.org/getchecking

Scan me



**TOUCH
LOOK
CHECK™**

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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.

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How to make your bunting:

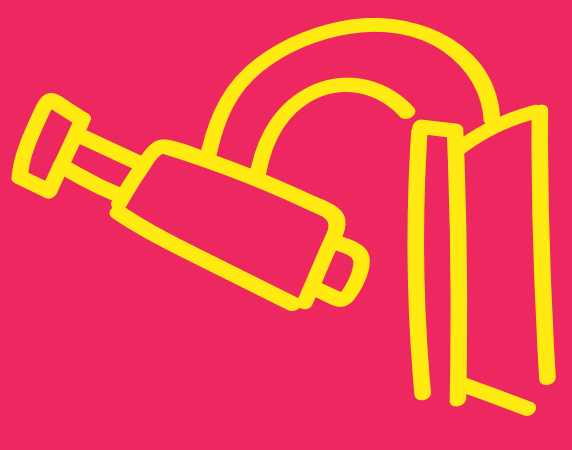
1. Carefully tear along the perforated lines to separate each triangle
2. Punch holes in the corners using a hole puncher
3. Use string to hang them up and display at your wear it pink event



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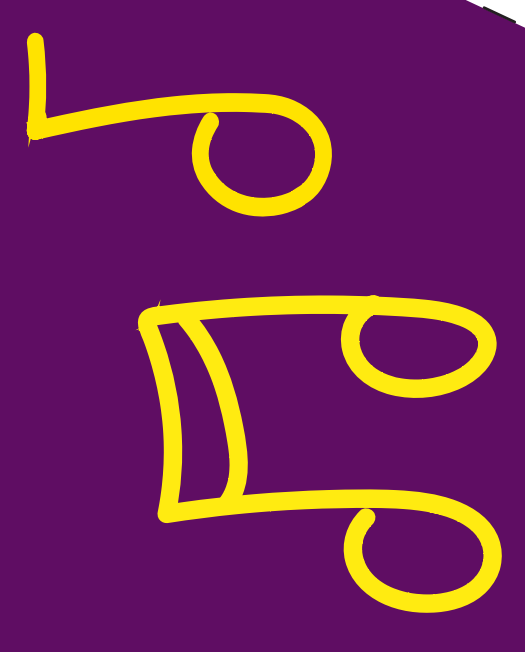


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