



Breast Cancer Campaign's mission is to beat breast cancer by funding innovative world-class research to understand how breast cancer develops, leading to improved diagnosis, treatment, prevention and cure.

Thirty years ago, only half of women with breast cancer survived for more than five years. Today that figure is around 80 per cent. Campaign has funded over £26 million worth of research in the past 13 years, which has helped to bring about these improvements in survival rates. But with diagnoses increasing by 26 per cent in the last ten years, there is still a lot more to do.

The only way to improve these statistics is to continue funding research.

We currently support 106 research projects, worth over £14.3 million in 42 locations across the UK, including eight projects in Yorkshire worth over £1 million.

Your support will enable us to fund more vital research projects that will give us the answers we still need to help us beat breast cancer.

For more information, visit
breastcancercampaign.org

Breast Cancer Campaign is a charity registered by the Charity Commission for England and Wales (no.299758) and a company limited by guarantee registered in England (no. 05074725) whose registered office is at Clifton Centre, 110 Clifton Street, London EC2A 4HT. **wear it pink**® is a registered trademark.

Come on York!

It's time to Paint the Town Pink

Paint the Town Pink



Paint York pink this October and help us beat breast cancer

Breast Cancer Campaign is painting York pink during Breast Cancer Awareness Month to raise vital funds for breast cancer research. Here's how you can take part:

Organise your own event

Throughout October

We need as many people as possible to organise their own fundraising event to help us reach our £20,000 target. For a fundraising pack contact **020 7749 3709** or visit breastcancercampaign.org/paintthetownpink

Pink Your Bra

Throughout October

Get creative with your old bras to win a £50 voucher from Elizabeth Wells lingerie boutique. Enter your decorated bra at Elizabeth Wells, 23 Shambles, by Thursday 29 October for your chance to win. Minimum donation of £5 to enter, winners will be chosen at the shopping evening (full details opposite).

Window Spotting competition, The Shambles

Throughout October

York's most famous street will be painted pink! Shoppers are invited to go window spotting for hidden pink ribbons, with proceeds to Breast Cancer Campaign. Pick up an entry form at any participating shop and enter by 31 October for your chance to win.

Skydiving

Throughout October

Freefall for free with Campaign on a weekend of your choice, and raise sponsorship money for breast cancer research. For more information call **020 7749 4125**.

Pink Aerobics

Throughout October

Shimmy, shake and box-step your way into October. We're looking for support from gyms, fitness instructors, sports centres and health clubs to host a Pink Aerobics event. For more information, visit pinkaerobics.com or call **019 8067 1305**.

STEP ON IT

Throughout October

Get sponsored to walk 46,000 steps for Campaign, a step for every person diagnosed with breast cancer in the UK this year. We'll provide you with a pedometer and fundraising guide to get you started. Call **020 7749 3700** or visit friendshipwalks.co.uk

Pink Day, York City FC

Saturday 17 October

Come along to watch York City's match against Oxford United and raise funds for Campaign. The first 200 children to arrive in pink get in for just a £3 donation to the charity, so why not have a fun pink family day out?

Scare it Pink, York Dungeon

Saturday 24 October

Get ready to scare it pink this October as you're invited to sleep overnight in the deserted dungeon. There are only 20 places available, so sign up now to experience the scariest sleepover of your life! Registration fee £20, minimum sponsorship £50. Over 18s only. To book, call **020 7749 3708**.

Pink Day, JORVIK Viking Centre

Wednesday 28 October

Did you know it was the Viking men who wore pink, not the women? The JORVIK Viking Centre invites you to join the men of A.D. 975 and wear something pink on 28 October to receive a free pink goody bag. Guests can also take part in pink fundraising activities.

Shopping Evening, Elizabeth Wells lingerie boutique

Thursday 29 October

Attend this exclusive shopping evening at 23 Shambles. Guests are invited from 4pm – 7pm for free bra fittings and a chance to purchase beautiful products, with 10 per cent of sales to Campaign. Enjoy pink refreshments and take part in fundraising activities, as well as finding out who has won the Pink Your Bra competition. No ticket required, entry fee is a donation to the charity. For more information contact **019 0463 7900**.

wear it pink

Friday 30 October

Get friends, family, classmates or colleagues to **wear it pink** for the 125 women diagnosed with breast cancer every day in the UK. For a fundraising guide, visit wearitpink.co.uk or call **0800 107 3104**.

For more information:

tel: **020 7749 3700**

email: paintthetownpink@breastcancercampaign.org

web: breastcancercampaign.org/paintthetownpink