



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 nine projects in the North West worth nearly £2 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 Chester!

It's time to Paint the Town Pink

Paint the Town Pink



Turn Chester pink this October and help us beat breast cancer

Breast Cancer Campaign is painting Chester 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 £15,000 target. The most creative event will win a prize, so get your pink thinking caps on! For a fundraising pack full of ideas and advice, contact **020 7749 3709** or visit breastcancercampaign.org/paintthetownpink

Chester Cathedral

Throughout October

Visit the Cathedral Refectory throughout the month to enjoy pink cakes and treats with donations to Campaign.

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. You choose the time, day and location of your event and encourage as many people as possible to take part in aerobics with a pink twist. For more information visit pinkaerobics.com or call **019 8067 1305**.

Skydiving

Throughout October

Experience the thrill of flying at 10,000 feet through the clouds at over 120mph. Jump any weekend throughout the year at a skydive centre near you and raise funds to help us beat breast cancer. For more information call **020 7749 4125**.

STEP ON IT

Throughout October

Challenge yourself to walk 46,000 steps and raise £46 for the 46,000 people diagnosed with breast cancer in the UK this year. We'll provide you with a pedometer and fundraising guide to get you started. For more information call **020 7749 3700** or visit friendshipwalks.co.uk

A Handbag of Harmonies

Monday 19 October

Get your feather boas ready, Chester's 'A Handbag of Harmonies' who featured on the BBC Show *Last Choir Standing* are holding a special concert in aid of Breast Cancer Campaign. The concert is taking place at The Bouverie, Garden Lane, on Monday 19 October at 8pm. For ticket information contact Linda on **079 6053 1240**.

Pink Soldiers on Parade, Dewa Roman Experience

Saturday 17 and Saturday 24 October

Come and experience the Chester Roman Soldier tour with a difference... they'll be dressed in pink! Dewa will be making a donation to the charity for every ticket sold. For more information and to confirm tour times, please call Christine on **012 4434 3407** or visit dewaromanexperience.co.uk

Grosvenor Museum and Military Museum Chester

Monday 26 – Friday 30 October

Throughout half term you'll be able to take part in a special pink ribbon hunt around the museums with all proceeds to Campaign. You can also make a souvenir badge and add a ribbon to the grand 'pink ribbon' staircase at the Grosvenor Museum.

wear it pink

Friday 30 October

This year we're asking you to **wear it pink** for the 125 women diagnosed with breast cancer every day in the UK. Get colleagues, classmates, family and friends to wear an item of pink on the day and donate £2 to help us beat breast cancer. For a fundraising guide full of ideas, visit wearitpink.co.uk or call **0800 107 3104**.

For more information:

tel: **020 7749 3700**

email: paintthetownpink@breastcancercampaign.org

web: breastcancercampaign.org/paintthetownpink