



researching the cure

**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 one at the University of Edinburgh.

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](http://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 Edinburgh!

## It's time to Paint the Town Pink

Paint the Town Pink



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# Turn Edinburgh pink this October and help us beat breast cancer

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

## 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](http://pinkaerobics.com) or call **019 8067 1305**.

## Scare it pink, Deep Sea World, North Queensferry

Throughout October

Are you brave enough to swim with sharks? Do something different for Breast Cancer Campaign this October and get sponsored to take a dip with Deep Sea World's sharks. Dives must be booked in advance, minimum sponsorship of £250 is required and terms and conditions apply. For more information or to book a dive, call Hannah on **020 7749 4104**.

## 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 stepping out. Call **020 7749 3700** or visit [friendshipwalks.co.uk](http://friendshipwalks.co.uk)

## Jigsaw Runners

Throughout October

If you're taking part in a run during October, we'd love you to join our Jigsaw Runners team and raise funds for Campaign. Contact our Events team on **020 7749 3700** or email [runners@breastcancercampaign.org](mailto:runners@breastcancercampaign.org) to find out more.

## Organise your own event

Throughout October

We need as many people as possible to organise their own fundraising event to help us reach our £50,000 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](http://breastcancercampaign.org/paintthetownpink)

## 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](http://wearitpink.co.uk) or call **0800 107 3104**.

## Pink Day, Deep Sea World, North Queensferry

Friday 30 - Saturday 31 October

Deep Sea World is turning pink for two days in support of Breast Cancer Campaign. Visitors dressed in a full pink outfit will gain free entry to the centre in exchange for a donation to the charity. There will be pink face painting and special pink divers in the main tank. For more details please call **013 8341 1880**.

## For more information:

tel: **020 7749 3700**

email: [paintthetownpink@breastcancercampaign.org](mailto:paintthetownpink@breastcancercampaign.org)

web: [breastcancercampaign.org/paintthetownpink](http://breastcancercampaign.org/paintthetownpink)