



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.

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 Reading!

It's time to Paint the Town Pink

Paint the Town Pink



Paint Reading pink this October and help us beat breast cancer

Breast Cancer Campaign is painting Reading 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 £40,000 target. For a fundraising pack, contact **020 7749 3709** or visit breastcancercampaign.org/paintthetownpink

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 to find out more.

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. For more information call **020 7749 3700** or visit friendshipwalks.co.uk

wear it pink

Friday 30 October

Get friends, family, classmates and 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**.

Reading Comedy Festival

Simon Amstell, Grumpy Old Women,
Dinnerladies et al

Friday 2 – Saturday 17 October

You're having a laugh! Come and take part in 16 of the funniest days Berkshire has ever seen and raise money for Breast Cancer Campaign at the same time. To find out more call **020 7749 3731** or visit breastcancercampaign.org/paintthetownpink Or to book tickets go to readingcomedyfestival.com or call the Box Office on **011 8960 6060**.

Big pink days of fun at the Madejski Stadium

Pink day – London Irish vs Leicester Tigers

Saturday 24 October

Treat the women in your life to a special day out and enjoy a game of rugby at the same time. There will be a special ladies' spa room open on the day with proceeds to Campaign, plus a number of other activities including asking everyone in the stadium to wear an item of pink. For more information call **020 7749 3731** or visit breastcancercampaign.org/paintthetownpink To book tickets visit London-irish.com or call **084 4249 1871**.

Ladies' day – Reading FC vs Leicester FC

Monday 26 October

Reading FC are encouraging the residents of Reading to come along and experience the beautiful game with family and friends – in particular the special ladies in your life. Sponsored challenges will be taking place during the weeks building up to the game as well as fundraising activities around the ground on the day. For more information call **020 7749 3731** or visit breastcancercampaign.org/paintthetownpink

For more information:

tel: **020 7749 3700**

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web: breastcancercampaign.org/paintthetownpink