

Breast Cancer Campaign Media Pack 2010

Help us take a step closer to beating breast cancer
October is Breast Cancer Awareness Month



113

research projects worth over **£17** million are currently being funded

40

research centres throughout the UK and Ireland

£31

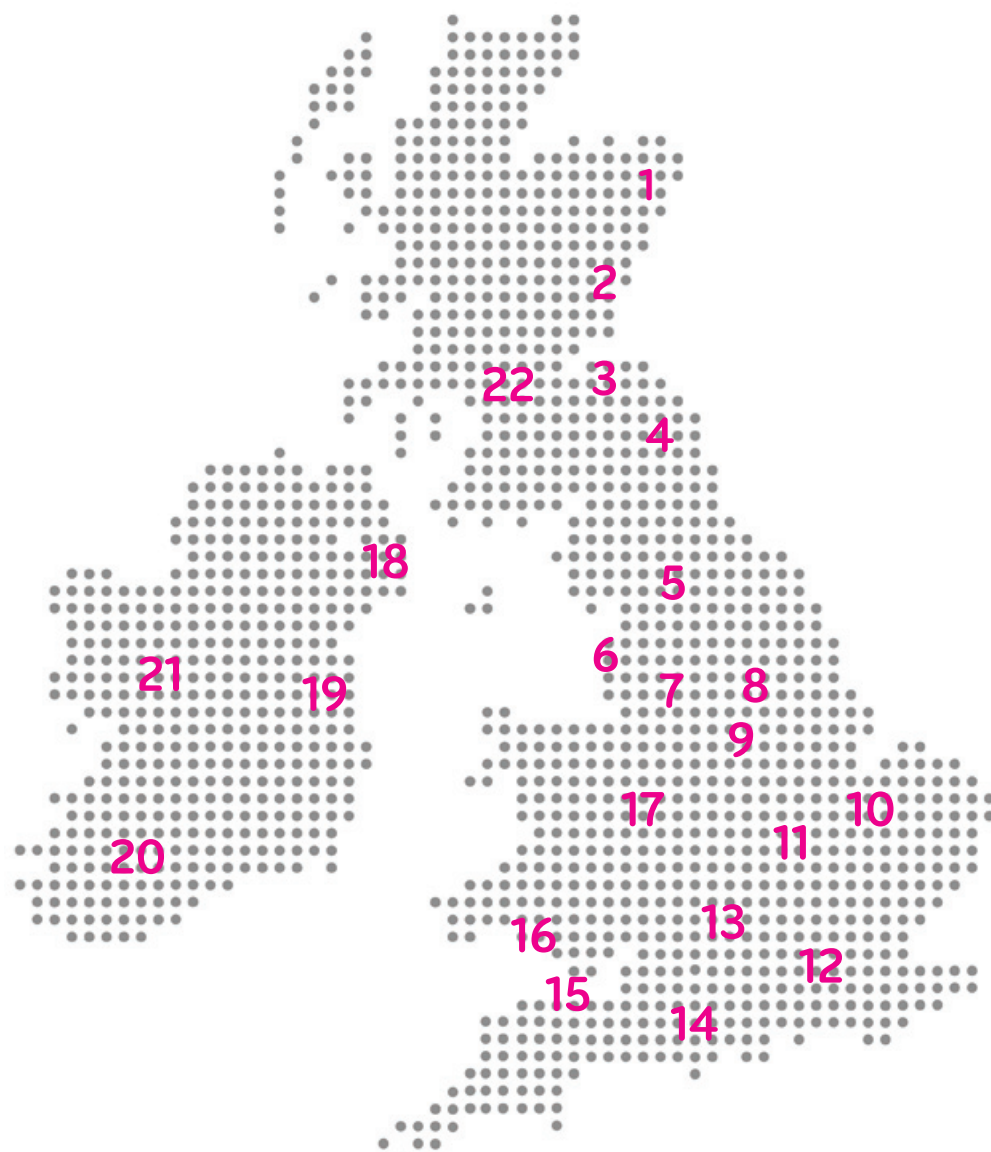
million of grants awarded over the past **14** years

1 in **9** women will be diagnosed with breast cancer during their lifetime

Breast Cancer Campaign's mission is to beat breast cancer

*Figures correct at time of going to press





Our Mission

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.

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- | | |
|--|---|
| 1 University of Aberdeen and Rowett Research Institute (2 projects) | Canterbury (1 project) |
| 2 University of Dundee (6 projects) | South Mimms (2 projects) |
| 3 University of Edinburgh (2 projects) | Guildford (1 project) |
| 4 Newcastle University (1 project) | 13 University of Southampton (4 projects) |
| 5 Leeds Institute for molecular Medicine (2 Projects) University of Leeds (4 projects) | 14 University of Oxford (2 projects) |
| 6 University of Manchester (7 projects) | 15 University of Bristol and University of the West of England (2 projects) |
| 7 University of Sheffield (7 projects) | 16 Cardiff University (4 projects) |
| 8 University of Nottingham (4 projects) | 17 University of Birmingham and Aston University (4 projects) |
| 9 University of Leicester (2 projects) | 18 Queens University Belfast (8 projects) |
| 10 University of East Anglia (2 projects) | 19 Royal College of Surgeons (1 project) |
| 11 University of Cambridge (6 projects) | 20 University college Cork (1 project) |
| 12 South East (39 projects) | 21 National University of Ireland (2 projects) |
| London (34 projects) | 22 University of Glasgow (1 project) |
| Middlesex (1 projects) | |

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Breast Cancer: facts and statistics

Risk factors

Women are most likely to develop breast cancer; men can develop it too but it is rare.

Age is the single most important factor; 80 per cent of all breast cancers occur in post-menopausal women.

Genetic susceptibility in women accounts for 5–10 per cent of all breast cancer cases

In the UK

- Breast cancer is the most common cancer
- Every year over 45,500 women and almost 300 men are diagnosed with breast cancer
- One in nine women will be diagnosed with breast cancer during their lifetime
- Breast cancer is the second biggest cause of death from cancer in women
- Every year almost 12,000 women and 90 men die from breast cancer

Survival rates in the UK

Around 80 per cent of women diagnosed today will be alive in five years time
This is due to earlier diagnosis, new and improved treatments and increased awareness of breast cancer symptoms



Signs and symptoms

Breast awareness: the five-point code

- 1 / Know what is normal **for you**
- 2 / Look and feel
- 3 / Know what changes to look for
- 4 / Report any changes **without delay**
- 5 / Attend breast screening if aged 50 or over

Changes to look for

- A lump or thickening which is different to the rest of the breast tissue
- Continuous pain in one part of the breast or armpit
- One breast becomes larger or lower
- A nipple becomes inverted or changes shape or position
- Skin changes including puckering or dimpling
- Swelling under the armpit or around the collarbone
- A rash on or around the nipple
- Discharge from one or both nipples



Events in Breast Cancer Awareness Month

04

wear it pink – 29 October

Throughout October thousands of people across the UK will engage in all sorts of weird and wonderful pink activities to fund breast cancer research, but we need you to save the best till last! Our biggest fundraising event of the year, **wear it pink**, takes place on Friday 29 October so dig out your pinkiest tie, t-shirt or tutu and donate £2 to help Breast Cancer Campaign beat breast cancer.

Since it began in 2003, **wear it pink** has raised a whopping £15 million to benefit the 46,000 people who are diagnosed with this disease in the UK every year, so if you want to join the nation's fuchsia frenzy in 2010 visit www.wearitpink.co.uk or call 0800 107 3104 to sign up.



Pink Aerobics – Sunday 3 October

Box-step your way into Breast Cancer Awareness Month with a three-hour fitness workout in London's Hyde Park. This year's line up includes hits from **Flashdance** and Michael Jackson's **Thriller** so sign up at www.pinkaerobics.com and join the Capital's pinkest aerobics session.

Pedal it Pink – Sunday 17 October

Breast Cancer Campaign's exclusive cycling challenge is returning to Nottingham and we need you to get together with your mum, sisters, aunts and best friends to put the brakes on breast cancer. To join the pink revolution and cycle a marathon, half marathon or family 5k lap at the National Water Sports Centre visit www.breastcancercampaign.org or call 020 7749 3700.



Martine McCutcheon, Patron of Campaign's Pink Ribbon Ball

"This disease has touched too many people that I care about deeply, so raising awareness of breast cancer is a cause close to my heart and I'm thrilled to be Patron of Breast Cancer Campaign's Pink Ribbon Ball."

Ali Bastian, Pink Aerobics supporter

"Breast cancer sadly claimed the lives of both my Aunty and Grandmother and more money needs to be raised to help fund research into the disease. I encourage every woman to take part in Pink Aerobics and bring us a step closer to beating breast cancer!"

Sheridan Smith, wear it pink ambassador

"I want to encourage everyone in the country to don their pink outfits and take part in **wear it pink** this October. Anyone, anywhere can take part... just **wear it pink** at work, at school or with friends and make a £2 donation. I'll be wearing pink on Friday 29 October and I hope you will too!"



Camilla Dallerup, £100 Dance Challenge ambassador

"Breast cancer is the most common cancer in the UK with 125 people diagnosed with the disease every single day. So that's why I'm encouraging you to help Breast Cancer Campaign beat this disease by signing up to its £100 Dance Club Challenge."



"When I was diagnosed I felt numb, but I was determined to get through it. I had to get better for my family. Everyone around me was so supportive and that's what kept me going. I was amazed to be told so often how much I was loved.

"Breast cancer is not the end of the world and I now live life to the full. There is always hope."

Louise Law, 55, diagnosed with breast cancer in May 2004



"Although my mum had breast cancer, I honestly didn't believe it was anything suspect when I found the lump. Being diagnosed at 29 was tough, especially having to make the choice about whether to have chemotherapy and risk never having the chance to have children.

"The best thing I can do now is just get on with it, be grateful I still have both breasts and remember how lucky I am compared to some."

Francesca Pattison, 30, diagnosed with breast cancer in April 2009



What your money buys

08

£1

the suggested donation for a pink ribbon, will buy 20 pairs of gloves for Breast Cancer Campaign researchers

£2.50

the price of a skinny latte, will buy 50 microscope slides so that Breast Cancer Campaign researchers can examine cells in minute detail

£8

the cost of a cinema ticket, provides a day's worth of laboratory chemicals for a Breast Cancer Campaign funded scientist to use in experiments into possible cures for breast cancer

£15

the price of a hardback novel, will buy 5 x 80 well test tube racks for Breast Cancer Campaign researchers to store their samples

£50

the price of a ladies cut and blow dry, will provide a week's worth of tissue culture to grow cells used in experiments funded by Breast Cancer Campaign

£100

the price of a meal for two in a fancy restaurant, will pay for the cell culture liquid required to grow breast cancer cells in the laboratory

£1,000

the cost of a designer handbag, provides the basic equipment that a Breast Cancer Campaign funded researcher needs to carry out scientific experiments

£20,000

the average cost of a wedding, will pay for a pilot grant which funds a Breast Cancer Campaign scientist to explore whether a particular line of enquiry is worth pursuing in more depth, potentially leading to a scientific breakthrough



£ = Donation amount per product

Filofax

For your nearest stockist or to buy online visit filofax.co.uk



leather look pocket organiser £24



lizard print leather organiser £44



lizard print leather accessory case £27



lizard print leather passport cover £24



For your nearest stockist or to buy online visit filofax.co.uk

lizard print leather purse £37

Damart

Available from Damart in September, buy online at damart.co.uk or mail order by calling 0871 423 0000



thermal vest sizes XS-S £14 and sizes M-XL £16

Asda

Asda's Tickled Pink campaign benefits two breast cancer charities. Donations will be split between Breast Cancer Campaign (45%) and Breast Cancer Care (55%) Tickled Pink products will be in Asda stores from September.



Asda Key ring £5 Compact Mirror £5 Bracelet £5



Asda Key ring £5 Compact Mirror £5 Bracelet £5

Kit Kat Senses

Kit Kat Senses is donating £100,000, plus an additional 10p (or euro equivalent) donation per bar for every unique code activated (see individual bars for details) Available from supermarkets and independent retailers throughout the UK and Ireland. To find out more visit www.facebook.com/kitkatsensesuk or call 0800 604 604 (UK), 00800 6378 5385 (ROI).



Durable

Available from selected retailers including WH Smith, Ryman and all major UK office product suppliers. Call 01202 897071 or visit www.durable-uk.com for stockist details



Durable Telephone Clean Tub £4.45



Durable ScreenClean Pink Tub £4.45 and SuperClean plastic surfaces Tub £4.50



Durable SwingClip folder £1.55

£ = Donation amount per product

Royal Doulton

Available from major department stores nationwide or buy online at royaldoulton.com. For more information, call 01782 404 041

£12.50 donation split between Breast Cancer Campaign and Breast Cancer Care.



'A Loving Touch' figurine £125

Janome

Janome sewing machine £299, a guaranteed donation of £10,000 to the charity in 2010. Call 0161 666 6011 to buy or for a list of stockists



Janome sewing machine £299

Birkenstock

Available from the Birkenstock store in London, branches of The Natural Shoe Store and selected branches of Office and Schuh. You can also purchase the sandal at birkenstock.co.uk or by calling 0800 132 194



Birkenstock Mayari sandal £49.95

Pentel

Special edition pink barrelled liquid gel pen (black ink) £2.99
Mini pen (black ink) £0.99
Available from all good stationery stores.
Alternatively call 01793 823 333 or visit pentel.co.uk



Matalan

Available from August in Matalan stores and online at www.matalan.co.uk



Nightdress £7
Capri PJ set £10
PJ set £12

Exspect

Exspect iPhone cases and skins are available from HMV, Amazon and Play.com or call 01782 748712 for your nearest stockist.



Exspect iPhone leather slip case £14.99 and Bling protective skin £19.99

Eurostyle

A fantastic range of golfing products.
For your nearest stockist call 00353 2142 111 55



Golf towel £7.99
Sock pair £5.99

Broken stripe shirt £39.99

Tee set £6.99
and Golf balls £14.99

Photobox

Adult personalised t-shirt £11.99
Children's personalised t-shirt £7.99 (donation £1.99)
Buy online at www.photobox.co.uk



Viners



Adore 5 piece stainless steel Knife block £30
Deevo 24 piece cutlery set £25

To buy online or find your nearest stockist visit www.viners.co.uk



20pc Silicone Kids Bakeware Set £25