

# 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**

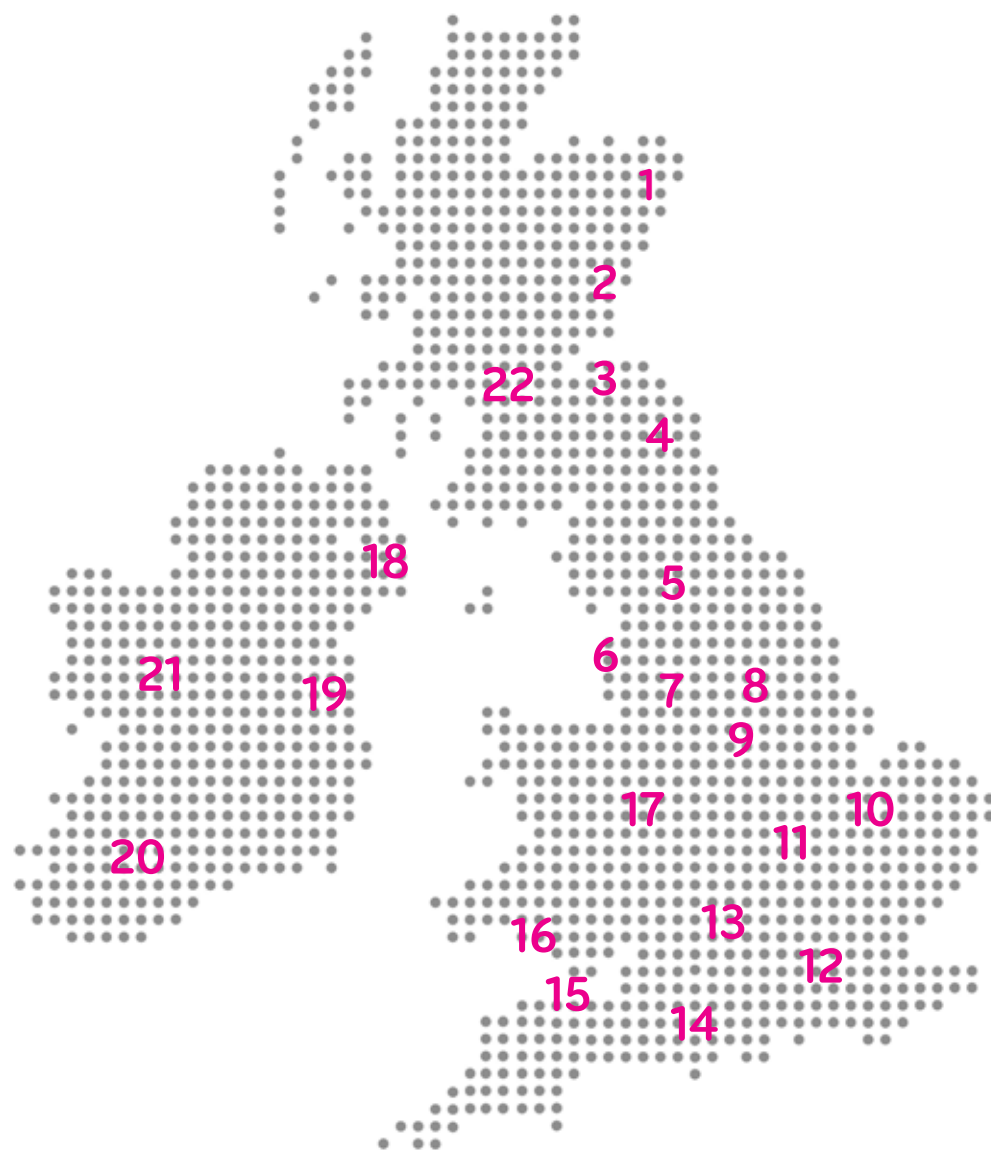
million of grants awarded over the past **14** years

**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)   |   |

\*Figures correct at time of going to press

## 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

breast  
cancer  
CAMPAIGN

**wear it pink day**

29 October 2010 Supported by



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## wear it pink, supported by Vanish – 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.

**wear it pink** is supported by Vanish, which has committed to raising an incredible £250,000 for the charity this year.

If you want to join the nation's fuchsia frenzy in 2010 visit [wearitpink.co.uk](http://wearitpink.co.uk) or call 0800 107 3104 to sign up.

researching the cure



## 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 [pinkaerobics.com](http://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, aunties 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 [breastcancercampaign.org](http://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!"

## Holly Willoughby, wear it pink ambassador

"I love wearing pink and on Friday 29 October I encourage everyone to take part in **wear it pink.**"



## 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**



"Being diagnosed with breast cancer was a complete shock. I didn't have any lumps and only realised something was wrong when I noticed a change to my breast. When my cancer returned a few years ago I couldn't believe it, but luckily I had an immediate reconstruction after having a mastectomy which really helped to boost my self esteem.

"My cancer has affected my whole family. My daughter was only young when I was first diagnosed so sadly she's spent a lot of her life knowing a mum who is undergoing treatment. They've all been a huge support however and I feel very positive about the future."

**Bonnie Ware, 41, diagnosed with breast cancer in July 2005**



# What your money buys

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£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

## Debenhams

Debenhams has produced the official **wear it pink** t-shirt and seven Designers at Debenhams t-shirts, available as part of the **wear it pink** range. The t-shirts and other pink products will be available to buy in store or online at [debenhams.com](http://debenhams.com) from 1 September until 31 October.

## 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%) In Asda stores nationwide from September – visit [charities.asda.com/tickled-pink](http://charities.asda.com/tickled-pink)



Heart mug £6



Debenhams Jasper conran Pin £2



Ultimo Icon Bra £19



Bunch of flowers £5



Slipper boot £10



Grey men's t-shirt £6



Jasper Conran wear it pink t-shirt £27



Mathew Williamson wear it pink t-shirt £38



wear it pink t-shirt £10



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



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



Bra and kickers £6

**£** = Donation amount per product

## Filofax

For your nearest stockist or to buy online visit [filofax.co.uk](http://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](http://filofax.co.uk)

Lizard print leather purse £37

## Smiffy's

Pink up your party with this fun party accessory range of wear it pink products.

There are 20 products to choose from including wigs, witches hats, cufflinks, sashes, flashing bow-tie's! Ranging from £2.49 to £8.99, with a ten per cent donation on all items.

Available from Clintons and Birthdays stores, throughout October.



## Pentel

Available from all good stationery stores. Alternatively call 01793 823 333 or visit [pentel.co.uk](http://pentel.co.uk)



Special edition pink barrelled liquid gel pen (black ink) £2.99 Mini pen (black ink) £0.99

## 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). Those who enter codes before the end of November 2010 will be entered into a competition to win tickets to KIT KAT Senses Concert For A Cure. Due to be held in London this December, performers include The Saturdays, Eliza Doolittle and Daisy Dares You. Available from supermarkets and independent retailers throughout the UK and Ireland. To find out more visit [facebook.com/kitkatuk](http://facebook.com/kitkatuk) 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 [durable-uk.com](http://durable-uk.com) for stockist details



Durable Telephone Clean Tub £4.45



Durable Screen Clean Pink Tub £4.45 and Superclean plastic surfaces Tub £4.50

**£** = Donation amount per product

## Vanish

This October sees the launch of an exciting new partnership with Vanish, who have committed to raising an incredible £250,000 for the charity this year as sponsor of **wear it pink**.

Vanish will not only be promoting **wear it pink** on special packs but also making a donation to Campaign for each pack sold.

Available in Supermarkets and Stores throughout the UK from September.



## Ancol

Ancol Pet products include a dog coat, plush toy and a lead. For a full list of stockists visit [ancol.co.uk](http://ancol.co.uk) or call 01922 402 428



Dog lead £5.99

Dog coat £13.99,

## Damart

Available from Damart in September, buy online at [damart.co.uk](http://damart.co.uk) or mail order by calling 0871 423 0000



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

## Aspinal of London

To see the full range of products in the Ascot Pink range visit [aspinaloflondon.co.uk](http://aspinaloflondon.co.uk) Or call 0845 052 6900



Handbag hook, £29

## Ethos

A range of pink homeware products including a juicer. Call 01268 505090 or email [enquiries@ethoshousewaresco.uk](mailto:enquiries@ethoshousewaresco.uk) for stockist details



Juicer £22

## Hallmark One for the Girls

A new range of female humour cards RRP £1.69. Hallmark is donating £15,000 to the charity, regardless of how many cards are sold.

Available in Hallmark branded shops, Clintons and many major grocery retailers and independent card shops.



## Letts

The 2011 range is now available from WH Smith and other independent retailers or visit [letts.co.uk](http://letts.co.uk). The range includes a slim diary, pictured below.



Slim Diary £6.99



= Donation amount per product

## Royal Doulton

Available from major department stores nationwide or buy online at [royaldoulton.com](http://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](http://birkenstock.co.uk) or by calling 0800 132 194



Birkenstock Mayari sandal £49.95

## Matalan

Available from August in Matalan stores and online at [matalan.co.uk](http://matalan.co.uk)



Dressing gown £16  
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 11155



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 [photobox.co.uk](http://photobox.co.uk)



Adult t-shirt £11.99

## Viners



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

To buy online or find your nearest stockist visit [viners.co.uk](http://viners.co.uk)



20pc Silicone Kids Bakeware Set £25