

wear it  
**pink**

breast cancer  
**now**

# Why we wear it pink.

**Every Breast Cancer Awareness Month, wear it pink brings together thousands of people on one day, all with the same aim – to wear pink, raise money and help make life-saving breast cancer research happen.**

Breast Cancer Now's wear it pink day is one of the UK's biggest fundraising events, having raised over £33 million since launching in 2002, and this year wear it pink is going to be bigger than ever!

In April, Breast Cancer Now joined forces with Breast Cancer Care to create one charity. So this year, along with helping to make life-saving research happen, your fundraising will help support people affected by breast cancer.

To read Luan's story, and the stories of our other inspiring supporters visit [wearitpink.org/stories](http://wearitpink.org/stories)



 Registered with  
FUNDRAISING  
REGULATOR

# Support our life-changing work

We believe that by 2050, everyone who develops breast cancer will live – and live well. Help us get there faster.



We are funding **380** researchers at **31** institutions across the UK and Ireland



Last year wear it pink raised over **£1.6 million**



**1.1 million** patient information booklets were delivered



Last year we supported **5.8 million** requests for support



Nearly **20,000** people held a wear it pink event



Almost **14,000** Helpline calls and Ask Our Nurses queries were answered by our breast care nurses



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Breast Cancer Now is a working name of Breast Cancer Care and Breast Cancer Now, a company limited by guarantee registered in England (9347608) and a charity registered in England and Wales (1160558), Scotland (SC045584) and a business name of the registered charity in the Isle of Man (1200). Registered Office: Fifth Floor, Ibx House, 42-47 Minories, London EC3N 1DY.