

WEAR IT  
PINK

BREAST  
CANCER  
NOW The research &  
support charity

WEAR PINK.  
RAISE MONEY.  
HELP POWER LIFE-CHANGING  
BREAST CANCER RESEARCH  
AND SUPPORT.

Hi there,

### You're part of something amazing

Over the past 20 years, wear it pink supporters have raised an astounding £39 million for people affected by breast cancer.

But we can't stop there. Every 10 minutes, someone in the UK hears the words "you have breast cancer". It's the most common cancer in women in the UK. People affected by breast cancer need us – and they need you too.

However you wear it pink you'll be doing something amazing. Whether it's a pair of pink socks or full fuchsia fancy dress! And together, we'll make this year's wear it pink the best yet.

### Get stuck in

Your fabulous fundraising pack is enclosed – we hope you love it! Inside you'll find lots of pink materials to help you plan, decorate and raise life-changing funds. If you need any extra bits, just get in touch. Or order what you need at [wearitpink.org/sign-in](https://wearitpink.org/sign-in) using your unique registration number.

We love hearing from you. We're always here if you'd like to share your story, or just need a bit of help and inspiration. You can reach us at [wearitpink@breastcancernow.org](mailto:wearitpink@breastcancernow.org) or on **0333 20 70 300**.

**So have fun planning, and enjoy wearing it pink!**

Thanks so much,

*K. Kaur*

Kinie Kaur  
Wear it pink



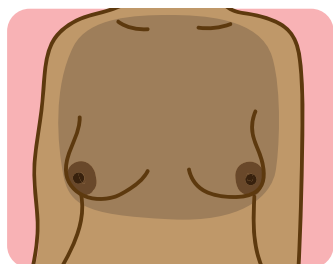
Breast Cancer Now is a company limited by guarantee in England (9347608) and a charity registered in England and Wales (1160558), Scotland (SC045584) and the Isle of Man (1200). Registered Office: Fifth Floor, Ibex House, 42-47 Minories, London EC3N 1DY



**TOUCH YOUR BREASTS** Can you feel anything new or unusual?

**LOOK FOR CHANGES** Does anything look different?

**CHECK ANY CHANGES WITH YOUR GP**

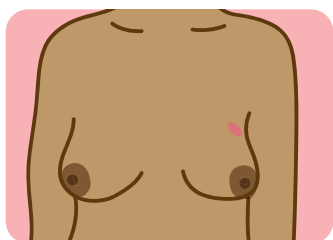


Check all parts of your breasts, your armpits and up to your collarbone (upper chest) for **changes**.

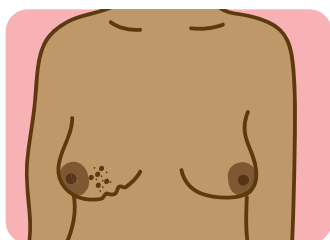
No matter what size or shape your breasts are, **check them regularly**.

Some of these signs and symptoms may appear differently on various skin tones.

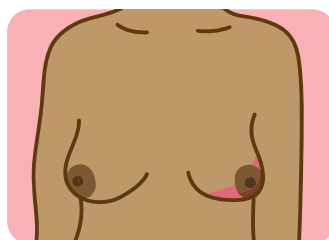
## COMMON SIGNS OF BREAST CANCER INCLUDE...



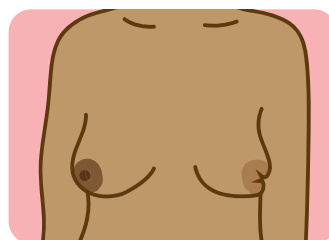
A **lump or swelling** in the breast, upper chest or armpit



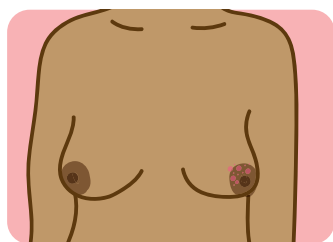
A **change to the skin**, such as puckering or dimpling



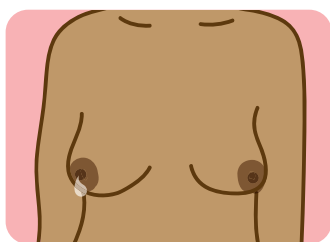
A change in the **colour** of the breast – the breast may look red or inflamed



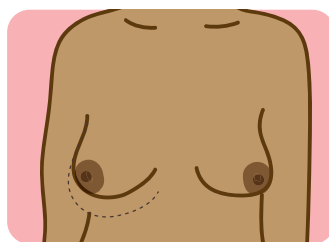
A **nipple change**, for example it has become pulled in (inverted)



**Rash or crusting** around the nipple



**Unusual liquid** (discharge) from either nipple



**Changes in size or shape** of the breast

### BREAST PAIN

On its own, pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.

**i** These illustrations are meant as a guide. Check anything that looks or feels different for you with a GP.

Watch our Touch Look Check breast awareness video

[breastcancernow.org/check](https://breastcancernow.org/check)



Scan me

**TOUCH  
LOOK  
CHECK™**

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# ADELE WILL WEAR IT PINK

**Adele was diagnosed with breast cancer in February 2022.  
Her mum had been diagnosed 14 years earlier.**

After months of chemo, Adele had a mastectomy,  
reconstruction and then radiotherapy.

"If I'm honest I didn't check my breasts regularly enough. Because despite the family history, I just didn't think it would happen at my age. Now I know so much more about the signs and what to look out for.

I want to do all I can help raise awareness and help others like me in their time of need.

My advice would be that it doesn't matter how big or small your event is – know that you're making a difference!" - Adele

**Wear it pink on 20 October  
and help give vital support  
to people like Adele.**

Find out more  
[wearitpink.org/research](https://wearitpink.org/research)



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# VIC WILL WEAR IT PINK

**Vic is our clinical nurse specialist for younger women.**

She supports our Younger Women Together groups and events throughout the UK.

She also organises “the Younger Women’s Champion nursing network”. It brings together nurses across the UK to share best practice and expertise. They advocate for the needs of younger women and their families.

**“I love my job! I’m passionate about supporting people affected by a breast cancer diagnosis, especially younger women.**

**Since working with Breast Cancer Now, I’ve seen how we can influence change. And be there for people as they go through a breast diagnosis and the challenges it may bring. Together we can make a difference.” - Vic**



**Wear it pink and help fund the amazing work our specialist nurses are doing.**

Find out more

**[wearitpink.org/research](https://wearitpink.org/research)**



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W E A R I T P I N K

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Cut out the triangles and punch holes in them with a hole puncher (line it up with the "H" mark). Then use some string to hang them up in any combination you desire (although we recommend spelling out 'wear it pink' rather than 'pirate wink').

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## CAKE LABELS

Use these little cards to label your treats – or just use our thank you message on the back.



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# MAKE YOUR OWN CAKE FLAGS

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Make your own little cake flags for your wear it pink event. Simply print, cut out, wrap each one around a cocktail stick and glue together. Ta-da!



# GET INVOLVED. WEAR IT PINK.

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PINK

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For breast cancer  
breakthroughs.  
**Wear it pink.**

Find out more at [wearitpink.org](https://wearitpink.org)

YOU'RE  
**INVITED!**

WEAR IT  
**PINK**

**BREAST  
CANCER  
NOW** The research &  
support charity

**For life-saving research  
and life-changing support.  
Let's do this.**

Find out more at **[wearitpink.org](https://wearitpink.org)**



# WIN IT PINK TREASURE HUNT GAME

Get everyone involved in a fun pink treasure hunt. Who can find all of the pink coins?

Find more downloadable sweepstakes and games at [wearitpink.org/games](http://wearitpink.org/games)

## How to play

- 1 Cut out the coins and hide them around your office, school, home, garden or wherever you're holding your event
- 2 We suggest players pay a donation of £2 to play, but no donation is necessary to take part
- 3 Set a time limit, whether it's 20 minutes or the whole day
- 4 Announce the winner! We recommend a prize for whoever finds the most coins



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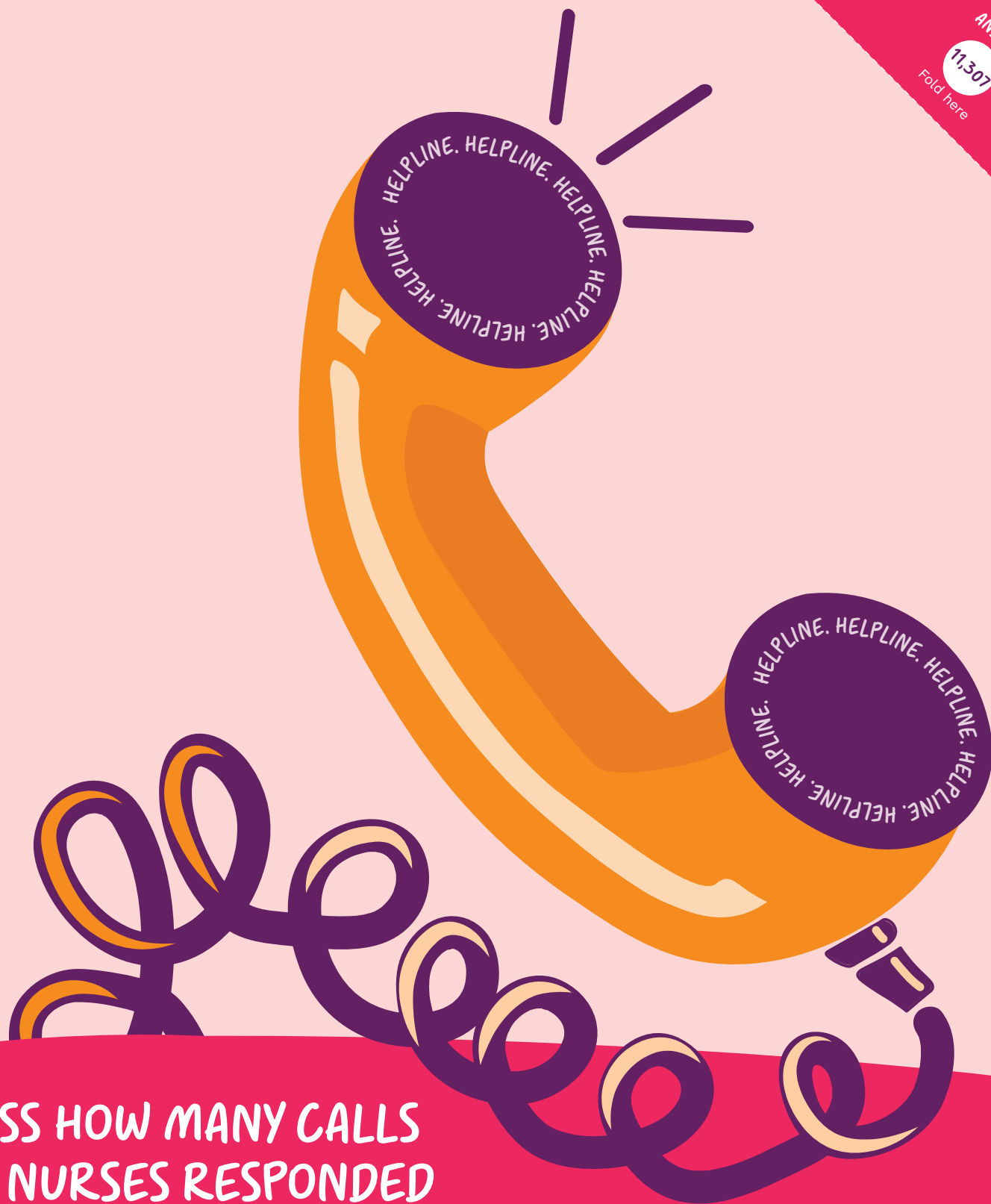
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## GUESS HOW MANY CALLS OUR NURSES RESPONDED TO IN A YEAR

Are you a genius with guessing? Try your chances with this sweepstake game...

How many calls and voicemails do you think our nurses responded to from August 2021 to July 2022?

Find more downloadable sweepstakes and games at [wearitpink.org/games](https://wearitpink.org/games)

### How to play

- 1 You could suggest that people playing the game give a donation, perhaps £2
- 2 Record everyone's guesses
- 3 Reveal the answer and find a winner! Go for the closest answer if no one is spot on
- 4 Award a prize for the winner

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# WIN IT PINK SWEEPSTAKE GAME

Pick the winning number, raise money and help make life-changing breast cancer research and support happen.

Find more downloadable sweepstakes and games at [wearitpink.org/games](http://wearitpink.org/games)

## How to play

1. Pick a winning number from 1 to 25 and write it on the top right hand corner of this sheet. Fold it over so no one can sneak a peek!
2. You could suggest that people playing the game give a donation, perhaps £2, to put their name next to a pink item
3. Once the sheet is full and the money is in, reveal the winner! They could win half the money or a prize of your choosing
4. The rest of the money will help to fund life-saving research and life-changing support

ANSWER  
Fold here



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.



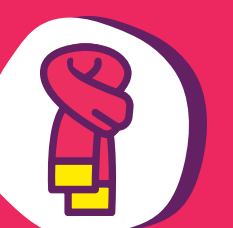
16.



17.



18.



19.



20.



21.



22.



23.



24.



25.

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# THE BIG PINK QUIZ 2023

## £2 OPTIONAL DONATION

Grab your pinkest garms and get ready to play  
the big pink quiz

TEAM NAME: \_\_\_\_\_

## ROUND 1

Watch it pink (film and TV)

1

How many pink ladies were there  
in Greece (including Sandy)?

2

In the 1963 film 'The Pink Panther',  
what is the Pink Panther?

3

Who starred in the 1986 film 'Pretty  
in Pink' as Andie Walsh?

4

Who plays Jesse Pinkman in  
Breaking Bad?

5

What is the name of Winnie-the  
Pooh's famously timid friend?

6

In Harry Potter, which Hogwarts  
Professor has a pink office?



## ROUND 2

Unscramble the pink thing

7

AMIFLONG

8

CLASSY FOND (2 words)

9

BARRHUB

10

CROSLS YHOMBRE (2 words)

11

LB MYROBB (2 words)

## ROUND 3

Eat it pink (food!)

12

Which pink mayonnaise-based salad  
dressing is flavoured with green peppers  
and tomatoes?

13

In food technology, what is the process  
that gives meat its pink colour and  
characteristic taste?

14

What kind of fruit is a Pink Lady?

15

Which vegetable can be used to create  
a natural pink dye?

16

Which pink fruit gets its name from  
the Latin 'apple with many seeds'?

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## ROUND 4

Who sang it pink? Guess the artist who had a hit with 'pink' in the title (music)

17 A\_I\_NA G\_\_N\_E

Song: Pink Champaign

18 F\_\_NK \_C\_AN

Song: Pink + White

19 MI\_\_N\_A L\_\_BE\_T

Song: Pink Sunglasses

20 AE\_O \_\_\_TH

Song: Pink

21 J\_M\_S \_\_Y

Song: Pink Lemonade

## ROUND 5

Where is this pink? (geography)

22 In which South American country is the presidential palace known as the Pink House?

23 In which continent would you find a pink river dolphin?

24 Which city in India is known as the Pink City due to its architecture?

25 Which day of the Thai Solar Calendar is pink associated with?

26 Lake Hillier is famously pink, but where is it found?

## ROUND 6

Guess it pink, true or false (science and nature)

27 Scientists are aware of a pink planet four times the size of Jupiter

TRUE OR FALSE?

28 The smallest species of armadillo in the world is called the 'pink fairy armadillo'

TRUE OR FALSE?

29 Cyanobacteria causes water to turn pink

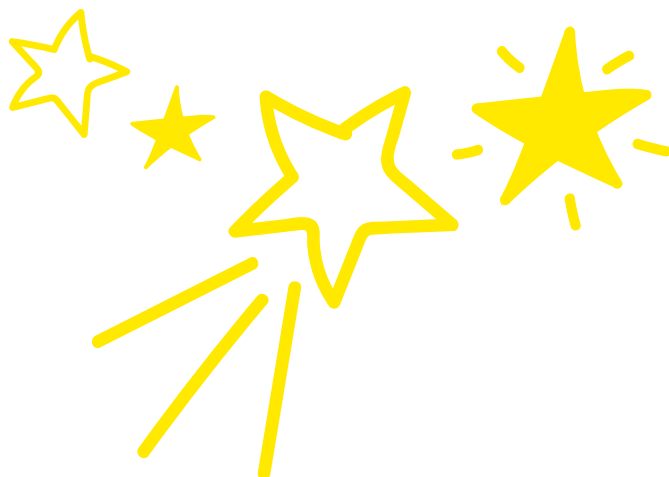
TRUE OR FALSE?

30 In Australia you'll find the pink-breasted robin?

TRUE OR FALSE?

31 The element caesium is pink when in liquid form

TRUE OR FALSE?



# ANSWER SHEET

## ROUND 1.

1.

2.

3.

4.

5.

6.

## ROUND 4.

17.

18.

19.

20.

21.

## ROUND 2.

7.

8.

9.

10.

11.

## ROUND 5.

22.

23.

24.

25.

26.

## ROUND 3.

12.

13.

14.

15.

16.

## ROUND 6.

27.

28.

29.

30.

31.

Name

Score

/ 31

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# ANSWER SHEET

## ROUND 1. FILM AND TV

1. 5
2. A diamond
3. Mollie Ringwald
4. Aaron Paul
5. Piglet
6. Professor Dolores Umbridge

## ROUND 4. WHO SANG IT?

17. Ariana Grande
18. Frank Ocean
19. Miranda Lambert
20. Aerosmith
21. James Bay

## ROUND 2. PINK UNSCRAMBLED

7. Flamingo
8. Candy floss
9. Rhubarb
10. Cherry blossom
11. Mr Blobby

## ROUND 5. GEOGRAPHY

22. Argentina
23. South America
24. Jaipur
25. Tuesday
26. Western Australia

## ROUND 3. FOOD

12. Thousand Island Dressing
13. Curing
14. Apple
15. Beetroot
16. Pomegranate

## ROUND 6. SCIENCE AND NATURE

27. True
28. True
29. False (cyanobacteria turns water greeny)
30. True
31. False (liquid caesium is silvery-golden)

Name

Score

/ 31

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