

THE BIG  
PINK  
14 OCTOBER

breast  
cancer  
care



# Welcome to the BIG PINK 2016

This is an opportunity for the UK railway industry to demonstrate that the rail sector cares about a cause affecting its customers and their families.



## What?

It's one Big Pink day where everyone working in the UK railway industry 'goes pink' to raise money for Breast Cancer Care, the only UK-wide charity dedicated to providing support, information and care to women and men diagnosed with breast cancer and their families.

## When?

The Big Pink will take place on **14 October 2016** throughout the UK.

## Why?

**Together, by each holding a Big Pink we can:**

- pro-actively support an initiative that raises funds for a cause relevant to women and men in the UK railway industry and their families
- demonstrate that rail is a close-knit community and caring sector
- increase the public profile of the UK rail sector.

## How the money you raise helps

£55

Could help a younger woman with breast cancer feel less isolated by **connecting with others** under 45 with the same diagnosis.

£285

Could give a woman with breast cancer somewhere to turn after her treatment through our **Moving Forward courses**.

£450

Will allow 15 people with breast cancer to get the support they desperately need by calling the specialist nurses and trained experts on our **free Helpline**.

However much you raise, **you are making a world of difference today.**



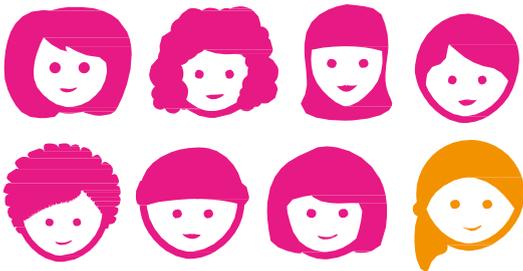
To get your free fundraising kit email [WiRBigPink@breastcancercare.org.uk](mailto:WiRBigPink@breastcancercare.org.uk)

## Facts about breast cancer

Breast cancer is the most common cancer in the UK. The number of women living with and beyond breast cancer is set to more than double from 691,000 to 1.7million by 2040. You might not know that 340 men are diagnosed with breast cancer each year.

# 1 in 8

women in the UK will develop breast cancer in their lifetime



# ONE PERSON

 every 10 mins is diagnosed with breast cancer

That's 26 people in the time it takes to get from London to Edinburgh on a train\*.



\*Based on a direct train from London Kings Cross to Edinburgh Waverley taking 4hr 20mins.

'As my mum has had breast cancer twice, I couldn't pass up the opportunity of supporting Breast Cancer Care, so others can receive the support and care they need too.

I never in my wildest dreams believed that our day would be such a success. We all wore pink for the day, our chefs on the trains even died their whites pink and we went through the train with a collection box and had a staff bake sale too. The best bit, Virgin even matched our funding!

The love, support and compassion from my colleagues and our customers showed me just what is possible when you really care enough to make a difference. I'm so proud to be part of a company that really can create Amazing.'

**Karen, Manchester**

## Pink-spiration

Anything goes, as long as it's pink! Some ideas to get you going...

### Big Pink Breakfast

Ask colleagues to bring in a pink-themed dish to create a Big Pink breakfast then charge a £2 donation for people to fill a plate. A chance to bring everyone together.

### Directors' Challenge

Lock your CEO away for the day until the executive teams and directors can raise £5,000. Challenge teams to take £10 and be creative to turn it into a profit.

### The Big Pink Cupcakes

Organise a cupcake decorating contest. Charge an entry fee and whoever creates the best design wins a prize. You can even engage your customers by asking them to judge and share on social media.

### The PINK tea trolley

Your tea trolley treats can give back with a percentage donation on limited-edition biscuits. Or why not sell our pin badges on board your trains?

### Showcase your PINK style

Turn your workplace pink for the day and ask everyone to add a touch of pink to their usual uniform in return for a donation, with a prize for the most creative.



To get your free fundraising kit email [WiRBigPink@breastcancercare.org.uk](mailto:WiRBigPink@breastcancercare.org.uk)