

Friday
27 October,
2017



THE BIG
PINK | breast
cancer
care



Welcome to the BIG PINK

Join us on Friday 27 October, 2017

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?

Add fun and colour to your workplace, and get everyone together for one Big Pink day 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?

Friday 27 October, 2017

Why?

By holding a Big Pink, you can:

- engage your entire company in an event that raises funds for a cause relevant to them.
- bring a whole lot of fun and colour to your day. And who knew your boss looked so fab in a pink wig!
- feel proud to help fund life-changing services, so people can live with, through and beyond breast cancer.

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



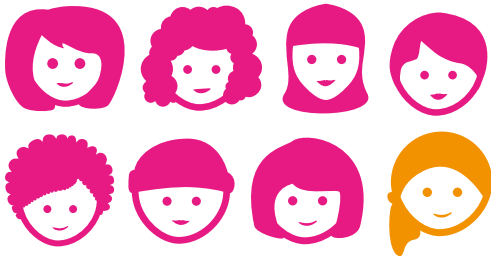
breastcancercare.org.uk/thebigpink

Facts about breast cancer

Breast cancer is the most common cancer in the UK. There are millions of people who would greatly benefit from our support that we currently can't reach. With the money you raise we can change that.

1 in 8

women in the UK will develop breast cancer in their lifetime



You might not know that 340 men are diagnosed with breast cancer each year

ONE PERSON

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.



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.

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.

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.

Creative Challenge

Challenge teams to take £10 and be creative to turn it into a profit.

Don't forget your limited edition pins

They're especially for the 25th anniversary of the pink ribbon symbolising hope, strength and unity.



Big Pink Hero

'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 dyed 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



To get your free fundraising kit



WiRBigPink@breastcancercare.org.uk



breastcancercare.org.uk/thebigpink