

IF WE ALL ACT NOW, BY 2050, WE BELIEVE EVERYONE WHO DEVELOPS BREAST CANCER WILL LIVE- AND LIVE WELL.

But we need to act now, and we need your help. On 23 October, for everyone affected by breast cancer, we will wear it pink.

Find out more about the sort of work you'll be funding:

wearitpink.org/about

Ken

Incorporating pink into his normally dapper get-up, Ken is one of our amazing wear it pink ambassadors who is helping raise awareness and funds for Breast Cancer Now's research and care.



**WEAR IT
PINK**

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



Registered with
**FUNDRAISING
REGULATOR**

Breast Cancer Now is a charity registered in England and Wales (1160558), Scotland (SC045584) and the Isle of Man (1200).