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**FLY PINK**

**2023**

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# OUR MISSION

The **National Breast Cancer Foundation (NBCF)** is Australia's leading national body funding game-changing breast cancer research with money raised entirely by Australian public.

**Our Mission is simple: stop deaths from breast cancer.**

How? By indentifying, funding and championing world-class research- research that will help us detect tumours, earlier, improve treatment outcomes, and ultimately- save lives.

Since our inception in 1994, NBCF has invested over \$200 million into more than 600 Australian-based research projects. In this time, Australian- based research projects. In this time, death rates from breast cancer in Australia have improved by over 40%. We;'ve seen remarkable results but the job's not done.

**With continued support from the community, we are working towards our vision of Zero Deaths from Breast Cancer.**

# Supporting FlyPink 2023

*This is the 8th year of the FlyPink Campaign, will run from the 1st October- 31st October worldwide.*

*We continue to be a staff lead initiative with the support of many Airlines and Aviation business around Australia and the world.*

*We encourage everyone to support the campaign in any way possible, whether they wear the FlyPink epaulettes and pins or host a morning tea or bbq at their local organization. We can't wait to see you on flight paths around the world.*

*“Everyone knows someone who has been through breast cancer. I've had stories sent to me from around the world, with people sharing their own experiences. So many people feel so connected to it”*

*-Susan McHaffie, FlyPink Founder*



**@weflypink**

**FLY PINK 2023**

*Donate  
today!*



@weflypink



flypink.net



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**National  
Breast Cancer  
Foundation**

# THIS IS WHAT WE'RE UP AGAINST

BREAST CANCER IS THE MOST COMMONLY DIAGNOSED CANCER AMONGST WOMEN IN AUSTRALIA

MORE THAN

**3,200**

AUSTRALIANS WILL LOSE THEIR LIFE TO BREAST CANCER THIS YEAR

BREAST CANCER INCIDENCE HAS INCREASED **BY 33%** IN THE LAST 10 YEARS ALONE

APPROXIMATELY

**57**

AUSTRALIANS WILL BE DIAGNOSED WITH BREAST CANCER EVERY DAY

ABOUT

**1 IN 600**

MEN WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME

**9**

AUSTRALIANS STILL DIE EVERY DAY

**1 IN 7**

WOMEN WILL BE DIAGNOSED IN THEIR LIFETIME

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**TOGETHER,  
WE CAN BEAT  
BREAST CANCER**

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**FLYPINK**

[nbcf.org.au](http://nbcf.org.au)