



Strength in **Style**

Why participate?

We find strength in style. Clothes don't make the person. But they can make a huge difference in the fight to end breast cancer as we know it, for everyone. From community leaders to social influencers, this distinguished group of leaders are dressed (in pink) for success and ready to raise awareness and money to support the American Cancer Society.

Commitments

- Fundraise to help the American Cancer Society save lives from breast cancer, with the goal of reaching a minimum of \$2,500.
- Wear pink throughout the month of October.
- Raise awareness through your social networks.

Benefits

- Exclusive prize for top fundraiser
- Men Wear Pink lapel pin
- Special recognition item for Men raising \$2,500 or more.

Join today

To sign up or learn more, contact:

Jessica Kramer

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Important dates

Fundraising Campaign:
August 1 - November 1

Candidate Introductions:
August 1

Fashion Show Kick-Off Event:
August 29

Making Strides Against Breast Cancer Walk:
October 19

Ultimate Wrap-Up Celebration:
November 7



1.800.227.2345 | MenWearPink.org

What is Men Wear Pink?

Men Wear Pink is an amazing opportunity for men and those who identify with masculinity to take a leadership role in the fight against breast cancer. This program works alongside American Cancer Society Making Strides Against Breast Cancer® events by giving communities the opportunity to nominate local leaders.

These well-dressed and well-intentioned ambassadors then spearhead fundraising efforts for American Cancer Society breast cancer initiatives. Every dollar we raise helps save lives from breast cancer through early detection and prevention, innovative breast cancer research, and patient support.

Dressed (in pink) for success

When communities come together to fight breast cancer, great things happen. The Men Wear Pink movement has tapped into the power of pink, raising more than \$10 million in 2023 to support the American Cancer Society's vision to end breast cancer as we know it, for everyone.

Here's a look at some of what we've been able to do, thanks to the support of people like you:



Breast Cancer Research

The American Cancer Society has funded over **\$458 million** specifically dedicated to breast cancer research



National Cancer Information Center

Our 24/7 helpline handled **more than 360,000** calls and live chats nationally from those seeking support, information, and resources.



American Cancer Society Cancer Action NetworkSM

Our advocacy affiliate advocates for funding of the National Breast and Cervical Cancer Early Detection Program to ensure uninsured and underinsured women have access to recommended breast and cervical cancer screenings. The program has served more than **6 million** eligible people since 1991 and provided more than **15.6 million** breast and cervical cancer screening examinations since 1991.



Reach To Recovery[®]

In 2023, **more than 2,700** breast cancer patients received one-on-one support from fellow breast cancer survivors

