

1ST TO 31ST OCTOBER 2026



WIMSLOW

BREAST CANCER FACTS

Breast cancer is the most common cancer for women in the UK.

JUST 5%

of government healthcare expenditure is allocated to preventive care of all diseases*

Each year over

59,400

people in the UK are diagnosed with breast cancer.

In the UK, approximately

20,000 breast cancers

were detected through the NHS breast screening program in 2024/25.

Our research will one day bring about a world where breast cancer is preventable, but we need your help.



1 in 7 women

in the UK will develop the disease in their lifetime.



Here are some simple tips and ideas that your **Paint Town Pink** organisers recommend to run the perfect campaign. Remember, you can make things as big or as small as you like and our friendly team are always on hand if you need information or support. Most of all, **HAVE FUN AND PAINT YOUR TOWN PINK!**

TIPS FOR GETTING INVOLVED IN PAINT YOUR TOWN PINK:

If you're thinking about getting involved, we've put together some fun activities you could hold (see page opposite). They don't have to be complicated or time consuming, bake sales or pink days are simple examples that have worked well. Plus there are many benefits to the **Paint Your Town Pink** campaign, such as:

- ¢ An opportunity to raise funds to fight the most common cancer in the UK. Most people will know someone who has had breast cancer or have been affected directly by the disease themselves.
Paint Your Town Pink helps to increase awareness of breast cancer and the steps people can take to help protect themselves against it.
- ¢ Plenty of free publicity! By taking part businesses and other organisations will promote themselves to local people. They'll be mentioned in our programme and the promotion our team and Prevent Breast Cancer undertakes.
- ¢ Working as part of a group with the same vision builds communities. It provides opportunities to meet others who live and work locally. Some of the organisations who previously took part in **Paint Your Town Pink** are now working together in other areas.



SOME IDEAS TO PAINT YOUR TOWN PINK

Add a pink theme if you can – if you're stuck for ideas, just ask people to dress up in pink!

- ¢ Best dressed dog competition
- ¢ Cake sale
- ¢ Choir
- ¢ Coffee morning
- ¢ 'Dress Pink' day
- ¢ Egg and spoon race in the park
- ¢ Fun run
- ¢ Pink window dressing
- ¢ Karaoke
- ¢ Quiz night
- ¢ Pink Cocktails
- ¢ Raffle
- ¢ Tea Party
- ¢ Treasure Hunt
- ¢ Zumbathon





FEEL FREE TO KEEP IT SIMPLE!

It's entirely up to you how big your event is. If you'd like to start small, how about inviting your neighbours to a coffee morning at your home? Just ask that they donate to Prevent Breast Cancer in return for a slice of cake!

Now is a good time to set up a Funraisin page for any sponsored activities. It's easy to set up and takes the hassle out of chasing people for money as donations are automatically collected. Funraisin will also claim GiftAid for your donations. Find out more at: <https://getinvolved.preventbreastcancer.org.uk/>



If you didn't already know about Gift Aid, it means that for every £1 your supporters donate, Prevent Breast Cancer can claim an extra 25p from HMRC.

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As long as your supporters pay tax at the time of the donation, we're able to claim this extra money. So if you're using a hard copy sponsorship form, please encourage everyone eligible to tick the Gift Aid box.

DON'T FORGET TO SHARE THE FUN!

REMEMBER TO MENTION PREVENT BREAST CANCER AND **#PAINTTHETOWNPINK**



Thank you...

**...FOR CHOOSING TO PAINT YOUR TOWN PINK.
TOGETHER WE CAN PREVENT BREAST CANCER.**



It's important to follow the legal rules and regulations when you Paint Your Town Pink.

For more information visit
[www.preventbreastcancer.org.uk/
get-involved/fundraising-ideas/](http://www.preventbreastcancer.org.uk/get-involved/fundraising-ideas/)

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WeArePreventBreastCancer



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