



HARNESS THE POWER OF PINK

When you join Real Men Wear Pink, you're joining community leaders across the country to put the power of pink into action - raising awareness and money to support the fight for a world without breast cancer.

WHY PARTICIPATE?

Breast cancer doesn't just affect women. Thousands of men are diagnosed with the disease in the US every year. And so are more than 240,000 of their daughters, wives, mothers, sisters, and friends. That's why we're recruiting men to fight breast cancer through Real Men Wear Pink. This distinguished group of community leaders raises awareness and money to support the American Cancer Society's breast cancer initiatives - and to help us save more lives than ever before.

COMMITMENTS

- Fundraise for an American Cancer Society Making Strides Against Breast Cancer event, with the goal of reaching a minimum of
- Wear pink throughout the month of October
- Raise awareness through your social networks

BENEFITS



1.800.227.2345 | MakingStridesWalk.org

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WHAT IS REAL MEN WEAR PINK?

Real Men Wear Pink was created to give men a greater presence in the fight against breast cancer. Working alongside our Making Strides Against Breast Cancer events, Real Men Wear Pink gives communities the opportunity to nominate local male leaders to spearhead fundraising for the American Cancer Society's 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. Thanks to the passion of our Real Men Wear Pink supporters, we're able to make a huge impact on breast cancer.



In 2016, Real Men raised more than **\$5.5 million**, and Making Strides raised more than **\$60 million**.

THE REAL POWER OF PINK

When communities come together to fight breast cancer, great things happen. The Real Men Wear Pink movement has tapped into the power of pink, raising more than \$5.5 million to support the American Cancer Society's fight for a world without breast cancer.

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



Road To Recovery

7.6 Million free rides to treatment have been given to patients since 2005.



Reach To Recovery

1.5 million patients have received one-on-one support from fellow breast cancer survivors since the program began in 1969.



Hope Lodge Communities

267,000 free nights of lodging were provided to patients in 2015.



Patient Navigators

50,000 patients got help understanding their diagnosis and tackling day-to-day issues in 2015.



Look Good, Feel Better

Nearly **1 million** patients have learned to manage appearance-related side effects of treatment since the program began.



Breast Cancer Research

The American Cancer Society is currently funding 160 grants related to breast cancer – totaling more than **\$62 million**.

