Why we wear it pink.

Every Breast Cancer Awareness Month, wear it pink brings together thousands of people on one day, all with the same aim – to wear pink, raise money and help make life-saving breast cancer research happen.

Breast Cancer Now’s wear it pink day is one of the UK’s biggest fundraising events, having raised over £33 million since launching in 2002, and this year wear it pink is going to be bigger than ever!

In April, Breast Cancer Now joined forces with Breast Cancer Care to create one charity. So this year, along with helping to make life-saving research happen, your fundraising will help support people affected by breast cancer.

To read Luan’s story, and the stories of our other inspiring supporters visit wearitpink.org/stories
Support our life-changing work

We believe that by 2050, everyone who develops breast cancer will live – and live well. Help us get there faster.

- Almost 14,000 Helpline calls and Ask Our Nurses queries were answered by our breast care nurses.
- Last year we supported 5.8 million requests for support.
- Nearly 20,000 people held a wear it pink event.
- Almost 1,100 patient information booklets were delivered.
- Last year wear it pink raised over £1.6 million.
- We are funding 380 researchers at 31 institutions across the UK and Ireland.

Breast Cancer Now is a working name of Breast Cancer Care and Breast Cancer Now, a company limited by guarantee registered in England (9347608) and a charity registered in England and Wales (1160558), Scotland (SC045584) and a business name of the registered charity in the Isle of Man (1200). Registered Office: Fifth Floor, Ibex House, 42-47 Minories, London EC3N 1DY.