

# PINK RIBBON BREAKFAST

Supporting breast cancer research  
to save lives.

## HOW YOUR SUPPORT HELPS

Pink Ribbon Breakfast aims to raise over \$2.5 million to fund research focused on how to prevent, detect, stop and treat the progression and recurrence of breast cancer. This much-needed research has the potential to save lives.

## PREVENTION IS THE FIRST POWERFUL STEP IN ENDING DEATHS FROM BREAST CANCER

Breast cancer is the most commonly diagnosed cancer amongst women in Australia. It is estimated that 1 in 7 women will be diagnosed with breast cancer in their lifetime.

The National Breast Cancer Foundation (NBCF) is committed to fundraising a range of world-class research towards our vision of Zero Deaths from breast cancer.

Each person's risk of developing breast cancer is shaped by a unique combination of genetics, biology, lifestyle, and environment factors.

Precision prevention harnesses information on personal risk, to stop the development of breast cancer – leading to fewer diagnoses and fewer deaths from breast cancer. Through precision prevention research, we're not just focused on treating breast cancer, we're working to prevent it entirely.

This is why NBCF has made prevent one of four core research objectives in its *Pink Horizon Research Strategy*. Your support helps NBCF fund world-class research focused on how to prevent breast cancer through precision prevention.

## EVERY DOLLAR MAKES A DIFFERENCE

The more you raise the closer we get  
to Zero Deaths from breast cancer.



**\$500**

Could support a researcher in the development of new drug combinations to more effectively treat hard-to-treat breast cancer.



**\$1,000**

Could support researchers to develop new therapies for hard-to-treat breast cancers.



**\$5,000**

Could support researchers to uncover more targeted and personalised treatments with fewer side-effects.



**\$10,000**

Could support researchers to develop a simple blood test to predict, detect and monitor the return and spread of breast cancer.



**National  
Breast Cancer  
Foundation**

**#PinkRibbonBreakfast**

**BREAST CANCER  
IS THE MOST  
COMMON  
CANCER AMONG  
FEMALES**

**1 IN 550**

**MEN WILL BE DIAGNOSED  
WITH BREAST CANCER  
IN THEIR LIFETIME**

**1 IN 7**

**WOMEN WILL BE  
DIAGNOSED WITH  
BREAST CANCER  
IN THEIR LIFETIME**