

**'We've both had a  
double mastectomy,  
but only one of  
us has had  
breast  
cancer'**



# Dates for the diary in October

## The Breast Cancer Care Fashion Shows

Scotland Breast Cancer  
Care Fashion Show

Radisson Hotel, Glasgow

**30 September**

London Breast Cancer  
Care Fashion Show

Grosvenor House Hotel, Park Lane

**6 October**

See ordinary men and women who've all been diagnosed with breast cancer take to the catwalks at these glamorous, celebrity-attended events. All models available for interview. For more information visit [www.breastcancercare.org.uk/theshow](http://www.breastcancercare.org.uk/theshow)

**Pink Fridays** Liven up your Fridays this October and raise funds for Breast Cancer Care by organising a fun activity at work, home or at school.

Visit [www.breastcancercare.org.uk/pinkfridays](http://www.breastcancercare.org.uk/pinkfridays) to register.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			30 Scotland Fashion Show	1 Pink Friday	2	3
		6 London Fashion Show	7	8 Pink Friday	9	10
11	12	13	14	15 Pink Friday	16	17
				21 Pink Friday	22	23
			28	29 Pink Friday	30	31

# How we can help you this October

## Case studies

Every day we are in touch with people affected by breast cancer which means we have access to incredibly moving and unique stories. Here are a few examples of powerful headlines from a range of our case studies. **Exclusive interviews available now!**

'I was diagnosed with breast cancer at 24'

'I detected my own breast cancer after seeing my mammogram'

'My husband had breast cancer and nursed me through my treatment too'

'I returned from my honeymoon to find out I had secondary breast cancer'

'My mum and I went through chemo together'

'I thought I'd never have children after breast cancer treatment and a miscarriage but this year my miracle baby was born'

# Breast awareness

## Give your readers this potentially life-saving information

### How do I check my breasts?

There's no right or wrong way to check your breasts. Try to get used to looking at and feeling your breasts regularly. Remember to check all parts of your breast, your armpits and up to your collarbone.

### What changes should I look and feel for?

- Changes in size or shape.
- Changes in skin texture such as puckering or dimpling.
- Inverted nipple.
- A lump or thickening of breast tissue.
- Redness or a rash on the skin/around the nipple.
- Discharge from one or both nipples.
- Constant pain in breast or armpit.
- Swelling in armpit/around collarbone.

### The 5 point code

Here are five easy steps to being breast aware. Nobody knows your breasts like you do, so you're the best person to notice any changes to them. Being breast aware is easy – just follow these five simple steps.

- 1. Know what is normal for you**
- 2. Know what to look and feel for**
- 3. Look and feel**
- 4. Report any changes to your GP without delay**
- 5. Attend routine breast screening if you are aged over 50**

For free, confidential support and information visit **[www.breastcancercare.org.uk](http://www.breastcancercare.org.uk)** or call our helpline on **0808 800 6000**.

# Breast cancer - the facts, the stats and the fiction

**Dr Emma Pennerly, Clinical Director**  
and one of the UK's leading breast cancer clinical nurse specialists

'Every week research is published relating to breast cancer, but which of these studies will have an impact on your readers? Breast Cancer Care's team of clinical experts is on hand to help you understand the issues associated with the disease and its treatment so you can provide your audience with accurate, engaging content.'

## The facts:

- the biggest risk factor, after gender, is increasing age – 80% of breast cancers occur in women over the age of 50
- more people are being diagnosed with breast cancer but survival rates are improving – probably as a result of improved treatment and earlier detection
- breast cancer also affects men, but it is rare – around 300 men are diagnosed each year.

**Emma and our expert team of clinical nurse specialists are available for comment on any issues related to breast cancer.**

## The stats:

- nearly 46,000 people are diagnosed with breast cancer each year in the UK. That's one person every 11 minutes
- just over 12,000 people die from breast cancer in the UK every year
- breast cancer is the second biggest cause of death from cancer for women in the UK, after lung cancer
- there are an estimated 550,000 people living in the UK today who have had a diagnosis of breast cancer
- in women under the age of 35, breast cancer is the most commonly diagnosed cancer.

## The fiction:

- **Five years past diagnosis means I've got the 'all clear'.** As well as potentially experiencing long-term side effects of treatment, patients face the uncertainty that their cancer could return at any time – including a diagnosis of secondary breast cancer which can't be cured, only controlled.
- **Stress causes breast cancer.** Despite numerous studies, no definitive link between stress and breast cancer has been found.
- **Breast cancer is mainly a hereditary disease.** Breast cancer can run in families, but fewer than 10% of cases are as a result of an inherited faulty gene.

**Every year nearly 46,000 people receive the devastating news that they have breast cancer.** Dealing with this diagnosis can be a confusing, lonely and frightening time not only for the person diagnosed, but for their partner, family and friends. **Breast Cancer Care wants to be there for every single one of them.**

**Media support helped to raise £1.5 million** last Breast Cancer Awareness Month. So far this has **helped us to provide information or support to around 850,000 people** – online, over the phone, in person and via our many award-winning publications. **Thank you!** You play a vital role in helping your audience understand their risk, increasing awareness of the disease and raising funds for our crucial work. **Sadly, the number of people diagnosed is rising every year which is why your support is so essential.**

Breast Cancer Care's unique strength lies in the way in which we combine our in-depth understanding of people's experience of breast cancer with the clinical expertise of our staff. This puts our skilled Press team in the perfect position to help you to create the most compelling, eye-catching content this October. Choose from **unique and inspiring case studies**, comments from our leading team of **clinical experts**, access to our **celebrity supporters**, and a range of fabulous **pink products**, each providing a donation to the charity.



**Pink Fridays**



**What's hot on the high street**



**Compelling real life stories**



**Breast Cancer Care is just a phone call or mouse click away for anyone who is affected by breast cancer. Our free helpline, information-packed website and online forums offer a friendly ear and expert information to those dealing with the turmoil of this life-threatening illness. Across the UK we also offer skilled emotional and practical support through a range of confidential, face-to-face services, helping people every step of the way.**

**Contact the Breast Cancer Care Press team:**

**call** 020 7960 3463

**email** [press@breastcancercare.org.uk](mailto:press@breastcancercare.org.uk)

**for out of hours enquiries call** 07702 901 334

**visit** [www.breastcancercare.org.uk/press](http://www.breastcancercare.org.uk/press)