

#BRIGHT PINK lipstick day



Friday 22 September 2017

SAVE LIVES
with your lips

- Information Pack -

www.bpld.com.au

#BRIGHT PINK lipstick day

Australia's only preventative health charity, **Pink Hope**, is asking women and their families this **Bright Pink Lipstick Day** to commit to a lifesaving conversation about their breast and ovarian cancer risk.

Friday the 22 September 2017

Bright Pink Lipstick Day is empowering Australians to have a conversation about their family's hereditary health, specifically their risk of breast and ovarian cancer... Because with this knowledge you have the power to **take control of your health**.

Studies have shown if you inherit a **BRCA gene mutation** your risk could be:

over
72%
for breast
cancer

over
45%
for ovarian
cancer

Also, men who carry for a BRCA gene mutation have 50% chance of passing it to their children.

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I have received so much love and support from Pink Hope, that I wanted to give back to the community

Corinne, Pink Hope Community Member





One conversation could save your life.

Talking about your cancer risk, whether these conversations are with your mother or daughter; brother or sister; or a close friend – gives you the power to be in control of your health and take action.

3 questions is all it takes:

01

How many people in my family have had cancer?

02

At what age were they diagnosed with cancer?

03

What type of cancer were they diagnosed with?

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Bright Pink Lipstick Day is a day that gives me **confidence to speak** to my friends, family and others to highlight the importance of speaking about your health history.

Corinne, Pink Hope Community Ambassador

How to use your influence for good



TAKE A SNAP

Share a picture of yourself wearing your brightest and boldest pink lipstick on social media and encourage your followers to do the same using the hash tags: **#pinkhopeaus, #brightpinklipstickday.**



SUPPORT

Ask your followers to visit **www.bpld.com.au** and support Bright Pink Lipstick Day.



WAYS TO GET INVOLVED

- Donate online at **www.bpld.com.au**
- Host a fundraiser during September.



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Prevention is better than cure and the more we talk about our health history it means we can help future generations.

Rachelle, Pink Hope Community Ambassador

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It is an honour to stand with my sisters on Pink Hope's Bright Pink Lipstick Day and raise awareness of something that my family has faced for generations.

Jessica, Pink Hope Community Ambassador

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Once you have the discussions about your health history, then you can look for solutions.

James, Pink Hope Community Member

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Pink Hope impacts my life everyday by knowing that they will support my kids in the future.

Michelle, Pink Hope Community Member

About Pink Hope and Krystal Barter



Some things run in your family like a musical talent, or the colour of your eyes. In my family 4 generations of women have faced breast and ovarian cancer, each at increasingly earlier ages.

My family carries the BRCA gene mutation and this knowledge gave me the desire to not become a cancer statistic in my family. To become the first woman to know my risk and change my future.

At 25 years of age I decided to have a preventative double mastectomy after changes were discovered in my breast tissue and at 31 I had my ovarian preventative surgery. I laid in my hospital bed feeling very alone and isolated, wanting to make a difference to the lives of others.

I created Pink Hope to become a voice, a community and resource for people who wanted to assess, understand and take control of their risk of breast and ovarian cancer. Pink Hope has become a beacon of hope for thousands of people around the country. I am so proud to see our organisation make inroads every day in the preventative health space.

Bright Pink Lipstick Day

Bright Pink Lipstick Day was a campaign created by Pink Hope to activate conversations between family members about investigating and understanding their hereditary breast and ovarian health.

This year, Pink Hope wants everyone to not only share a conversation about their own family health history but to go to the Pink Hope website at www.pinkhope.org.au and assess their own breast and ovarian cancer risk using Pink Hope's incredible and lifesaving tools such as 'Ask our Genetic Counsellor' and the 'Know your Risk' online assessment tool.

How much we hope to raise through the campaign



This year Pink Hope is hoping the campaign will raise in excess of **\$150,000** allowing it to expand and continue its prevention, education and support programs.

Take a pic, tag us and share!

#pinkhopeaus #brightpinklipstickday

For further information, to get involved or to request an interview contact Pink Hope on:

 info@pinkhope.org.au  02 8084 2288

 [pinkhopecommunity](https://www.facebook.com/pinkhopecommunity)

 [pinkhopeaus](https://www.instagram.com/pinkhopeaus)

 [pinkhopeaus](https://www.twitter.com/pinkhopeaus)



PINK HOPE

Thank You

Please do not hesitate to reach out to us.
We want to hear from you.

Phone: 02 8084 2288

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PO Box: PO Box 725, Narrabeen NSW 2101

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