



## Medline Pink Glove Dance 2013: Fast Stats

- Unlike any other breast cancer awareness campaign, the Medline Pink Glove Dance is the only campaign uniting more than 80,000 healthcare professionals and breast cancer prevention advocates in the fight against breast cancer.
- In 2013, the third annual Pink Glove Dance video competition featured more than 100 videos. These videos used dance as a creative vehicle to showcase a unique and memorable way to support breast cancer awareness and prevention.
- In 2013, nearly 600,000 votes – a new Pink Glove Dance record – were cast from across North America.
- Medline is donating a portion of each sale of the pink exam gloves to the National Breast Cancer Foundation (NBCF) to help fund mammograms for individuals who cannot afford them. To date, Medline has donated more than \$1.2 million to the NBCF as part of Medline's campaign to promote early detection and awareness of breast cancer.
- This year, Medline provided the largest prizes yet – a \$25,000 donation in the winning team's name, **Geisinger Health System**, Danville, PA., to the breast cancer charity of its choice, \$10,000 to 2<sup>nd</sup> place, **Penn State Milton S. Hershey Medical Center**, Hershey, PA., and \$5,000 for 3rd place, **Mary Greeley Medical Center**, Ames, Iowa.
- As part of this year's competition, the participating teams also collectively raised nearly \$1 million for breast cancer education and early prevention.
- The idea for the Pink Glove Dance began back in 2009 when Medline launched its original Generation Pink® pink-colored exam gloves to spark conversations between clinicians and patients about early detection of breast cancer.
- Medline created the original Pink Glove Dance video in November 2009 with one hospital in Portland, Ore., which now has nearly 14 million views on YouTube®.
- To honor the caregivers who take care of these patients, the original Pink Glove Dance video got people to stop and watch...and put a smile on their faces.
- Medline created the annual Pink Glove Dance video competition so everyone who wanted to participate could do so in a fun and memorable way.
- 1 out of every 8 women in the United States will develop breast cancer during their lifetime, as well as 1 in 1000 men (source: American Cancer Society, cancer.org )
- For more information about the Medline Pink Glove Dance or to view this year's videos, visit [www.pinkglovedance.com](http://www.pinkglovedance.com)