

The Pink Bra

Helping women self-examine
and save their own lives.

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Introducing a bra that's specially designed for women from the lower socio-economic background.

It turns the everyday action of slipping money inside the bra into a breast cancer self-examination.

1: FACTS & FIGURES

- 1 in 9 Pakistani women are at high risk for developing breast cancer.
- An average of 65% of breast cancer cases are detected at stage 3 or stage 4 in Pakistan's top cancer hospitals.
- Pakistan has lost over 40,000 women to breast cancer in the last year.

2: BACKGROUND

Pakistan has the highest incidence rate of breast cancer in Asia. Alarmingly, the survival rates are very low. This is mostly because the majority of the women reach the hospital at stage 3 and 4, when it's too late. Most women from the lower socio-economic group lack even basic awareness. Doctor Rufina Soomroo, one of Pakistan's leading breast cancer experts says, "Most women think it's immoral and inappropriate to speak about breast cancer. These cultural taboos are hindering breast cancer awareness in Pakistan".

3: APPROACH

Adapting an international breast awareness campaign in Pakistan is surely not the answer. Here, we have to respect the local culture, especially when we speak about breast cancer. Women do not like to talk about this in public and certainly not in the presence of men. The task is to raise awareness by speaking to these women in privacy.

That is exactly what the bra does.



It looks like an ordinary bra, but holds secret features that can save lives.

4: PRODUCT FEATURES

The Pink Bra borrows from a common observation, where women tuck money inside their bras to keep it safe. It turns this observation into a breast cancer self-examination exercise.

Strategic pockets - The Pink Bra comes with strategically placed pockets. So when women slip money inside their bra, the raised tactile guides tell these women where exactly to press to self-examine.

Illustrated instructions - The bra also comes with easy to understand illustrations, inside the cups of the bra, which explains each step of the self-examination in detail.

Expert help over the phone - When women spot something unusual they can call the Pink Ribbon hotline number for a free expert advice. The easiest way to tackle breast cancer is by detecting it early, and the Pink Bra helps do just that.



CONVENIENT POCKETS



TACTILE GUIDES



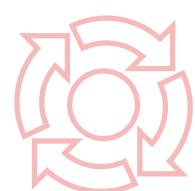
ILLUSTRATED INSTRUCTIONS



EXPERT-DESIGNED



TELEPHONE HELP LINE



SUSTAINABLE MODEL



Built around a cultural insight: that women from the lower-class tend to use their bras as pockets.



Tactile guides inside the pockets turn the action of putting money in their pockets into a breast cancer self-examine.

5: FOLLOW THE CAMPAIGN

The project invites Pakistan to gift the bra to women from the lower socio-economic sections of the society. You can follow the movement on social media at **#giveapinkbra**.

Stay tuned on Facebook at <https://www.facebook.com/pinkribbonpk>
Follow Pink Ribbon on Twitter at <https://twitter.com/pinkribbonpk>

You can also visit **giveapinkbra.com** to know how you can join the cause.

6: PINK AMBASSADORS

In a short time, we've managed to garner support for this campaign from leading public figures including renowned actors Sanam Saeed and Maria Wasti. Announcements about further endorsements and Pink Ambassadors will be made public shortly.



7: ABOUT PINK RIBBON

Pink Ribbon Pakistan is a non-funded, self-sustained campaign, mostly supported by donations and driven by a large number of volunteers all over the country. It was founded in 2004, with a mission to become a Centre of Excellence for Breast Care Information. They create widespread awareness throughout Pakistan and empower women and female students with knowledge and techniques to detect breast cancer at an early stage. The survival rate of cancer increases to more than 90% if detected early, Pink Ribbon Pakistan aims to spread this hope to the maximum number of people in the shortest possible time.

8: CONTACTS

For interviews, questions and other queries,
please contact:
sonia.qaiser@pinkribbon.org.pk

Contact person:
Sonia Qaiser
Pink Ribbon Pakistan
2/11 – M Gulberg III
Lahore, Pakistan

Ph: +92 42 3588 3570-72
Cell:+92 335-4887775

9: QUOTES

If we can help women detect breast cancer at the earliest possible stage, I think the outcome is going to be very, very different.
Doctor Rufina Soomro - Surgeon & leading advocate for early detection

I promise to give a Pink Bra to the women around me.
Sanam Saeed - Renowned actor, singer & model & Pink Ambassador

A revolutionary product that teaches under privileged women how to conduct a breast self-exam for the early detection of breast cancer with simple diagram instructions printed on the vest style bra.
Maliha Bhimjee - CEO IFG, Pakistan's leading women's undergarments manufacturer



10: MEDIA ASSETS

The provided content including images and video can be used on blogs, magazines, newspapers, television and other relevant media.

We only request you inform us when publishing any media content about the bra and using assets.

The content cannot be used to defame Pink Ribbon, its partners, the project, or any of the people and places featured in the videos.

For the most recent content, you can visit the giveapinkbra.com website and download the latest version of the Press Kit at the bottom right part of the page.