

Breast Cancer Awareness Month and How You Help

October and Breast Cancer Awareness Month (BCAM) can be a difficult time for young survivors. There is a lot of pink merchandise and messaging that can be off-putting for some women. While many are thankful for the awareness of a whole month and more young women are connected with YSC programs and resources because of the exposure; some women find October to be an emotionally draining time.

This year for BCAM we challenging all of our 152 Face 2 Face Networks to “Meet Once.” This one meeting will provide a supportive environment for young women to connect with other young women who “get it”. They understand the challenges each other are experiencing and they offer a kind of support and community that can’t be found anywhere else. If all 156 YSC F2F networks met during BCAM, that would mean over 3,500 young women were connecting in person across the nation.

Money raised from Tour de Pink riders and supporters provides critical funds that allow YSC to have F2F networks across the country and support women locally. These groups provide year-round programming and education for young women. Your fundraising efforts ensure that a young woman will be able to celebrate BCAM with her survivor sisters.

Many people in your community will be looking for a way to contribute this October and you can leverage their interest in BCAM for your Tour de Pink fundraising. Click [here](#) for an example of how you can incorporate BCAM into your Tour de Pink communications this fall!

If you haven’t already, take a minute to sign our Breast Cancer Awareness Month petition to help increase research on breast cancer in young women

Sign the Petition

THIS YEAR. 12,000

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 ysctdp

 @YSCTdP



3 DAYS.

200 MILES.

1 PURPOSE.