



Making Strides Against Breast Cancer Key Messaging

WHAT IS MAKING STRIDES AGAINST BREAST CANCER?

Making Strides Against Breast Cancer is a celebration of courage and hope, a movement uniting communities to end breast cancer as we know it, for everyone.

We are the movement. Over the past three decades, our 3- to 5-mile noncompetitive walks have collectively grown into the **nation's largest and most impactful breast cancer movement** – providing a supportive community for courageous breast cancer survivors and metastatic breast cancer thrivers, caregivers, and families alike.

We are the hope. Making Strides embraces and supports individuals of all genders and experiences, from survivors and thrivers to those living with metastatic breast cancer, male survivors, and previvors (people at higher risk). We welcome and celebrate the strength, resilience, and diversity of every individual affected by breast cancer. We are committed to a warm, supportive community for all at Making Strides as we walk together to end breast cancer as we know it, for everyone.

We are the future. Making Strides Against Breast Cancer events help fund lifesaving breast cancer research and patient support programs. We are committed to advancing health equity through essential programs and services, believing that all people have a fair and just opportunity to live a longer, healthier life free from breast cancer.

MSABC Key Statistics:

- Raised in 2024: \$46 million
- Walkers: 863,100+
- Teams: 30,400

MSABC Key Definitions:

Survivor: Anyone who has ever been diagnosed with cancer no matter where they are in the course of their disease.

Thrivers: Anyone living with metastatic breast cancer.

Previvors: Anyone who has taken preventative action because they have a higher risk of getting breast cancer. Previvors are people who have not yet been diagnosed but have an inherited gene (genetic) mutation, have a family history of breast cancer or have other known risk factors and have taken steps to reduce their risk of developing breast cancer.

Wherever you are on your breast cancer journey, there is a place for you in the Making Strides Against Breast Cancer movement.

WHAT DO WE WANT PEOPLE TO DO? (CALL TO ACTION)

Be the movement by signing up for Making Strides Against Breast Cancer. Join your community in saving lives, remembering loved ones, and funding the future of breast cancer research and programs by joining the nation's largest and most impactful breast cancer movement. Leading up to October, raise funds to reach a suggested personal goal of [\$100] or more, then walk with us on event day in celebration of your efforts.

Be the hope by sponsoring the Making Strides movement. Become a corporate leader in your community to ensure we can celebrate together and honor local survivors and thrivers during Breast Cancer Awareness Month.

Be the future by donating. Help fund our work by making a donation. Every dollar we receive is dedicated to ending breast cancer as we know it, for everyone. Visit [MakingStridesWalk.org](https://www.makingstrideswalk.org) to make a donation today.

Additional ways to get involved:

- **Join Men Wear Pink.** Raise at least \$2,500 now through October, then wear pink every day during that month. All funds raised directly support breast cancer research and programs.
- **Support other survivors and thrivers.** As a breast cancer survivor or thriver, you can provide help and hope to people facing breast cancer through the American Cancer Society Reach To Recovery® support program. Visit our [Reach To Recovery volunteer page](#) to learn more about the benefits and requirements for this volunteer role.
- **Become an advocate.** Join our advocacy affiliate, the American Cancer Society Cancer Action NetworkSM ([ACSCAN](#)), and help us make fighting cancer a top priority in Congress and in every state legislature across the nation. From securing federal funding for lifesaving breast cancer research to ensuring every American has access to cancer screening and care, your voice and actions can help impact public policy for those facing breast cancer.

CORPORATE KEY MESSAGING AND CALL TO ACTION

- **Nation's largest and most impactful movement:** Making Strides Against Breast Cancer is the #1 breast cancer movement in the U.S., leading efforts to fight breast cancer and support those affected.
- **Trusted leadership:** The American Cancer Society (ACS) is one of the nation's most trusted sources for cancer information and the leader in groundbreaking research and advocacy against breast cancer.

- **Tangible impact on employees and families:** Partnering with ACS provides valuable resources and support that directly benefit your employees, associates, and their families, creating a meaningful impact.
- **Commitment to all affected by breast cancer:** ACS is dedicated to everyone impacted by breast cancer, including the nearly 2,800 men diagnosed each year. We lead the way in research, early detection, and treatment advancements.
- **History of breakthroughs in cancer research:** ACS has been at the forefront of key advancements, from demonstrating the safety and effectiveness of mammograms to funding the development of treatments like tamoxifen and Herceptin.
- **Ongoing efforts to end breast cancer:** ACS continues to drive research into new treatments, reduce disparities, and explore innovative solutions to address aggressive forms of breast cancer and metastasis.
- **Community connection:** Partnering with ACS strengthens your connection to the community and helps make a real, tangible difference in the fight against breast cancer.
- **Simple and effective partnership:** ACS makes it easy for businesses to get involved, offering accessible resources and meaningful opportunities to contribute to the fight against breast cancer.
- **Help us end breast cancer:** Your partnership with ACS helps us work toward a world where breast cancer is no longer a threat to anyone, in any community.

HISTORY OF MAKING STRIDES AGAINST BREAST CANCER

- In 1984, Massachusetts breast cancer survivor Margery "Margie" Gould Rath wanted to find a way to celebrate cancer survivors by raising funds for the American Cancer Society. Working with a committee of fellow survivors and other volunteers, she created a "move-along-a-thon" called Making Strides Against Cancer to bring people of all abilities together in an event to advance the fight against cancer.
- In September 1993, the event officially became known as the American Cancer Society Making Strides Against Breast Cancer Walk, with events in Boston and Manchester, New Hampshire. Since then, Margie's vision has inspired millions of people to participate in Making Strides events in communities nationwide, raising approximately \$1 billion to support breast cancer research, patient programs, and direct services. Margie Rath remained a dedicated volunteer for Making Strides Against Breast Cancer until her passing in 2001.

For more information, answers, and support, please visit [cancer.org](https://www.cancer.org) or call 1-800-227-2345.