

Men Wear Pink 2023 Impact Report



2023 By the numbers

- **120 campaigns** nationwide
- More than **2,300 Ambassadors**
- Nearly **\$11 million dollars** raised

Central eastern NC Campaign Results

- 50 Local Ambassadors
- \$180,000 Raised

Impact

- **160 grants** in effect totaling **\$77million** in breast cancer research as of July 2023
- Advocacy work to **protect funding for breast and cervical cancer programs** that serve uninsured and underinsured individuals
- More than **300,00 people** assisted through our free helpline

For more information, contact:

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The American Cancer Society is leading the breast cancer fight in the 21st century, and our commitment to ending breast cancer as we know it, for everyone runs deep – but we cannot do it alone. That’s why engaging community leaders and influencers to help eliminate breast cancer through the nationwide Men Wear Pink campaign is so important. Campaign Ambassadors tap into the power of pink, raising millions of dollars each year to support the American Cancer Society’s lifesaving mission.

In fact, every dollar raised helps the American Cancer Society save lives from breast cancer by funding innovative breast cancer research; providing education and guidance to help reduce risks; and offering comprehensive patient support to people facing breast cancer and their families.

Breakthrough Research Made Possible By Your Support

[**Stephanie Fraley, PhD**] - [\$792,000] [Breast Cancer Metastasis, The Regents of the University of California, San Diego]

[**Paula Bos, MSc**] - [\$792,000] [Regulation of breast cancer progression, Virginia Commonwealth University]

[**Dawn Hershman, MS**] - [\$300,000] [Improving the Delivery of Cancer Care, Columbia University Medical Center]

[**Shyam M. Kavuri, MSc**] - [\$792,000] [Breast Cancer Metastasis, Baylor College of Medicine]