

**OUR MISSION:  
WE TURN PLAY INTO SERIOUS SUPPORT**



To speed advances in breast cancer detection, treatment, and survivorship, Play for P.I.N.K. (Prevention, Immediate diagnosis, New technology, Knowledge) supports thousands of volunteers nationwide as they raise funds for research through sporting and lifestyle events. Their efforts raise \$5 million annually — and 100% of that goes to the Breast Cancer Research Foundation.