

The pink ribbon has become
the symbol
of the fight against
breast cancer.

But Charlotte Haley, in 1992,
had the idea first.
Incensed that

only 5%

of the U.S.'s National Cancer Institute's
\$1.8 billion budget went

towards prevention,

she hand made cards with five peach coloured ribbons on them
to raise awareness about

the causes of breast cancer.



We need more than the cure.

Read Charlotte Haley's story:
thinkbeforeyoupink.org/?page_id=26

And read why the Canadian Women's Health Network
supports cancer prevention at www.cwhn.ca

