

Why We Think Pink®

as Zeta Tau Alpha alumnae

For the last 25 years, ZTA's national philanthropy has been breast cancer education and awareness (1). Since 2004, ZTA has distributed more than 19 million pink ribbons in an effort to raise awareness about the importance of breast cancer education (1).

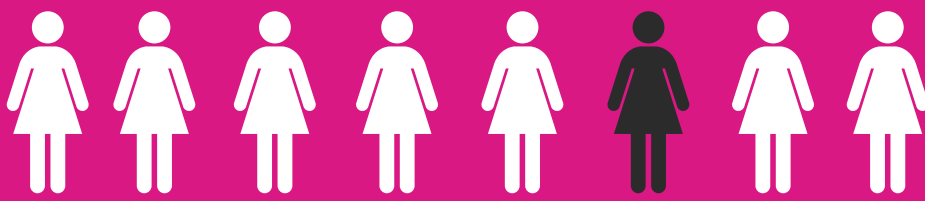
Our Think Pink® efforts involve:

- Recognizing survivors at American Cancer Society® Making Strides Against Breast Cancer walks in over 300 communities (1)
- Raising awareness through the distribution of pink ribbons at NFL "A Crucial Catch®" games, reaching over 5 million fans (1)
- Educating collegiate members and our community through Bright Pink® "Brighten Up®" workshops

What's at stake:

1 in 8 women

will be diagnosed with breast cancer in her lifetime (2).



Over 3.1 million

women living in the U.S. have a history of breast cancer, as of Jan. 2018 (2).

About 85 percent

of breast cancers occur in women who have no family history of breast cancer (2).

About 11 percent

of all new cases of breast cancer in the U.S. are found in women younger than 45 years of age (3).

In 2019, it's estimated that

268,600 women

will be diagnosed with new cases of invasive breast cancer (4).

Diverse education matters.

In the U.S., breast cancer is:

- The most common cancer in women, no matter your race or ethnicity (5).
- The most common cause of death from cancer among Hispanic women (5).
- The second most common cause of death from cancer among white, black, Asian/Pacific Islander, and American Indian/Alaska Native women (5).

The difference we make:

- Since 2013, more than 1 million women have assessed their risk with Bright Pink (6). Supporting the ZTA foundation can help increase those numbers.
- Our partners help provide valuable breast cancer educational resources and tools to help diverse women of all ages detect the signs of breast cancer early and know their unique risks.
- Early diagnosis matters. More than 90 percent of women diagnosed with breast cancer at the earliest stage survive their disease for at least 5 years compared to around 15 percent for women diagnosed with the most advanced stage of disease (7).

Sources: 1. <https://zetataualpha.org/foundation/philanthropy> | 2. https://www.breastcancer.org/symptoms/understand_bc/statistics
3. https://www.cdc.gov/cancer/breast/young_women/index.htm | 4. <https://ww5.komen.org/BreastCancer/Statistics.html>
5. <https://www.cdc.gov/cancer/breast/statistics/index.htm> | 6. <https://www.brightpink.org/about-us/impact/>
7. <https://www.cancerresearchuk.org/about-cancer/cancer-symptoms/why-is-early-diagnosis-important>