2012

Jane Brattain Breast Center's Be Pink initiative supports and promotes breast health, early screening and breast cancer detection for women in the Twin Cities. Jane Brattain Breast center encourages women to take charge of their breast health and be informed. **What does it mean to Be Pink?**

- **Engage the breast cancer prevention cause at a local level**
- **Live beyond the pink ribbon**
- **Embrace early detection**
- **Get involved and spread the word**
- **Honor survivors**

Race for the Cure/Team Moon & Staci

- Park Nicollet Jane Brattain Breast Center was the presenting sponsor of KS95's Team Moon & Staci for Race for the Cure
- Jane Brattain Breast Center's sponsorship was promoted via on-air spots/mentions and also had a digital presence, including banners, a custom microsite, social media mentions and more
- At Race for the Cure, JBBC had a branded presence, including booth space with signage and materials
- Media partnership and promotion delivered nearly three million impressions

October Awareness/Project Glam

- Park Nicollet Jane Brattain Breast Center partnered with CBS Minnesota in October to create an awareness campaign and event
- Awareness campaign components included radio, TV and a "Light the City Pink" initiative where local businesses lit their buildings in pink in support of breast cancer awareness
- October Project Glam was a celebration and fundraising event party presented by CBS Minnesota to benefit JBBC. The event took place at Seven Sushi and Steak Ultralounge in Minneapolis
- Media partnership and promotion delivered nearly five million impressions

BePink Campaign Results

- Park Nicollet Screening Mammography volumes increased by 29% in the month of October during the BePink Campaign compared to September 2012. All clinic sites offering mammography services noted an increase in volume correlated with the campaign.