WHY PARTICIPATE?
Breast cancer does not just affect women. Not only are more than 2,600 men in the US diagnosed every year, but so are more than 240,000 of their daughters, wives, mothers, sisters, and friends.

Join Real Men Wear Pink to show your support, raise money, and move us closer to a world free from the pain and suffering of breast cancer.

COMMITMENTS
- Fundraise for an American Cancer Society Making Strides Against Breast Cancer event, raising a minimum of $1,500 and reaching the goal of $2,500.
- Wear something pink every day in October
- Raise awareness through your social networks

BENEFITS
- Exclusive prize for top fundraiser
- Reserved seating and verbal recognition at Making Strides Against Breast Cancer kickoff event
- Pink ribbon lapel pin
- Official 2016 Making Strides Against Breast Cancer event T-shirt
- Recognition at Making Strides Against Breast Cancer walk

IMPORTANT DATES
- Aug. 25: Making Strides Kickoff Breakfast
- Sept. 8: Real Men Wear Pink Launch Party
- Oct. 31: Campaign fundraising ends
- Nov. 2: Announcement of our top fundraiser - the “Real Man of Kansas City”

Show your true colors and a little bit of COURAGE by joining Real Men Wear Pink.

This year, be one of the dedicated community leaders determined to raise awareness and funds to support our fight to end breast cancer.