

**PINK
DUCK
RACE**

.COM

TOGETHER WE FIGHT BREAST CANCER!

Thousands of Pink Ducks racing on the water!



**WHAT IS
PINK DUCK RACE?**



Adopt Pink Ducks for €5 (or £5) each - for yourself or as a gift for someone you care about - support the fight against breast cancer and get a chance to win a golden duck!

The **Pink Duck Race** is a lively, community-driven event with a powerful mission: to support the fight against breast cancer. Since its launch in 2020, this annual event has become a celebration of hope and unity. Participants "adopt" small, iconic pink rubber ducks that race downstream in a symbolic competition, each duck representing a crucial contribution to raising awareness and funds for breast cancer research and patient support.

You can adopt Pink Ducks for just €5 (or £5) each - for yourself or as a gift - and help make a real difference! The owner of the first Pink Duck to cross the finish line wins an exclusive golden duck, sponsored by a jeweler and proud Pink Duck Race partner.

"Did you know that 1 in 8 women will be diagnosed with breast cancer in her lifetime? In Europe alone, 500,000 people will face this diagnosis each year, with 125,000 lives tragically lost. Early detection and prompt action are essential in saving lives. **Your support is vital** to help us raise awareness, fund essential research, and improve the lives of patients and their families."





The first Pink Duck Race was held in **Ledegem** (BE) during the COVID-19 pandemic, providing a safe and creative way to unite people for a critical cause. Since then, the event has grown significantly, with the 2022 race held in **Diest** (BE) and both the 2023 and 2024 editions hosted in **Antwerp** (BE). Over the past four years, more than 70,000 Pink Ducks have been adopted, each contributing to a larger impact.

We need partnerships to reach our goals!

Companies can play an essential role in the Pink Duck Race. Supporting this charity can deepen engagement with your customers, strengthen team spirit among employees, expand your partner network, and enhance your brand image - all while championing a life-saving cause.

Each Pink Duck Race is organized in partnership with local breast cancer organizations and supported by local governments and businesses. These collaborations ensure the event raises crucial funds, strengthens community bonds, boosts local involvement, and amplifies breast cancer awareness.

Looking to the future, the Pink Duck Race is going international, with exciting events planned for **Tenerife and the UK in 2025.**

This expansion continues our mission to foster a global community dedicated to making an impact in the fight against breast cancer.



Sustainability is also at the heart of the Pink Duck Race: **after each event, every duck is carefully collected and saved for future races.**

Not a single duck will be left behind - a promise we make to you, our planet, and the ducks.

By joining the Pink Duck Race, you're part of a joyful, meaningful experience that brings hope and vital resources to the breast cancer community. Whether you adopt a duck, volunteer, or cheer on the racers, **you help make the Pink Duck Race a symbol of hope and action in the fight against breast cancer.**

In the fight against breast cancer, our concept revolves around **two key goals:**

first, realizing campaigns by funding critical initiatives through the adoption of Pink Ducks to support breast cancer research and patient care; **and second, creating awareness** about the importance of early diagnosis, as swift action can save lives.

1 IN 8 WOMEN



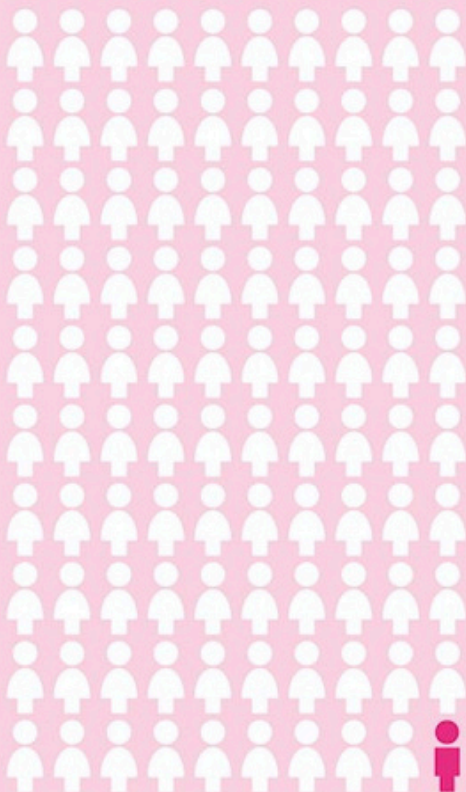
is affected by **breast cancer**

most common **CANCER**
in women
in **EUROPE**

500,000 **ANNUALLY**
breast cancer diagnoses

125,000 **EVERY YEAR**
breast cancer deaths

99 in 100 is female



**Reduce BREAST
CANCER risk by**

30 TO 40 %

by **FOCUSSING** on
MODIFIABLE RISK FACTORS:



Contact us! We'd love to hear from you!

PINKDUCKRACE.COM