



FU**CK**CANCER™



IN THE TUB PARTNERSHIP

*At this time there are
more than 3.1 million
breast cancer survivors
in the United States.*

AMERICAN CANCER SOCIETY



Along with the emotional stress that breast cancer and its treatment can cause, many women struggle with the changes in their appearance as a result of their treatment.

Some women experience the loss of one or both of their breasts after surgery. If a woman decides not to have breast reconstruction, her only choices are to wear a breast form, prosthesis or have nothing there at all.

The changes can have a profound effect on how a woman feels about herself.

FCANCER WANTS TO GIVE BREAST CANCER SURVIVORS MORE CHOICES.





"Breast cancer doesn't have to leave the last mark"



MORE

CHOICES

CAMPAIGN OUTLINE

01 the concept

04 healed with ink

02 deliverables

05 impact

03 target market



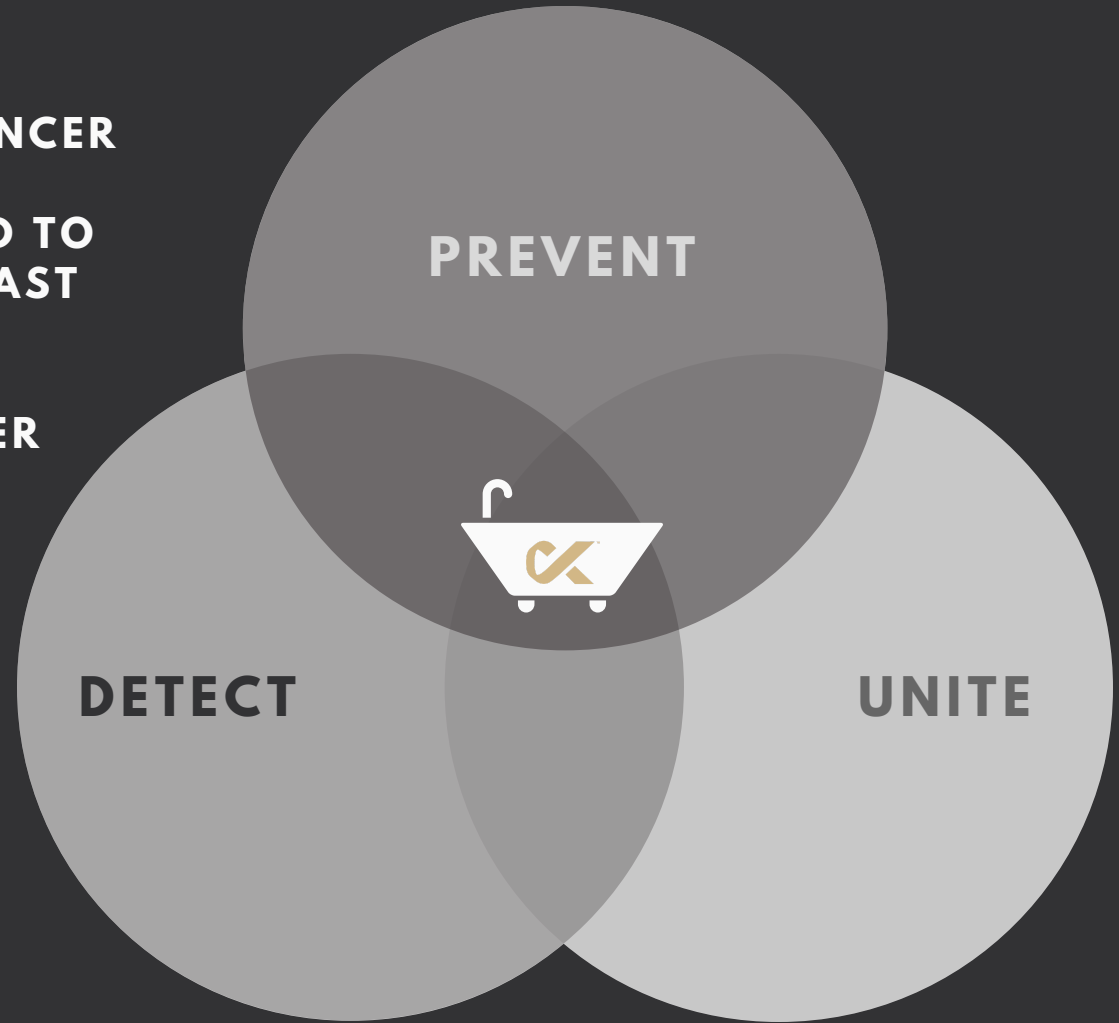
Concept

P-ink brings the ink, FCancer brings the expertise, art brings a community together. Being *In The Tub* will never be the same again.

Educating Our Community

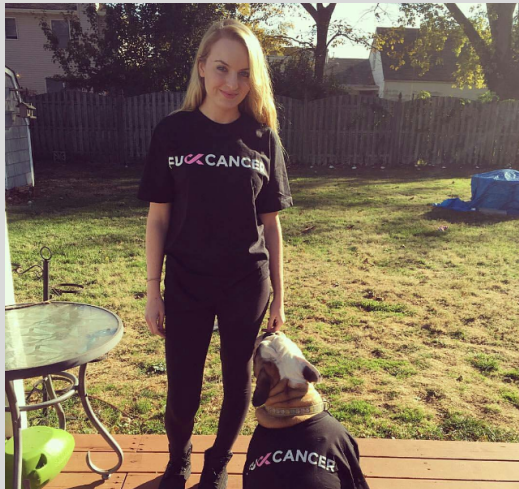
DEATH RATES FROM BREAST CANCER DROPPED FROM 1989 TO 2007. THESE DECREASES ARE BELIEVED TO BE THE RESULT OF FINDING BREAST CANCER EARLIER THROUGH SCREENING AND INCREASED AWARENESS, AS WELL AS BETTER TREATMENTS.

AMERICAN CANCER SOCIETY
FCANCER WILL PROVIDE
EDUCATIONAL MATERIALS
ON WAYS TO PREVENT,
DETECT AND UNITE
AROUND BREAST CANCER.



FU**X**CANCER™

DELIVERABLES



EDUCATE

- FCancer will create materials & FAQ around body image, reconstruction options, mastectomies and options for breast cancer survivors.
- Provide the facts for prevention and early detection of breast cancer.



HEAL & INSPIRE

- Connect the dots between the visceral feeling of being "In the Tub" through community stories, content & testimonials.
- Provide a dedicated resource and digital ecosystem dedicated to breast cancer.



SERVICES & OUTREACH

- Provide on the ground training and materials for a tattoo healthcare experience.
- Grow "Pink Day" events internationally. Provide merch, funds & product.
- Empower more survivors to be healed with ink.

01

TARGET MARKET

In 2017 alone, there will be an estimated 255,180 new cases of breast cancer diagnoses. Only 41,070 will die from their breast cancer. We want to treat the other 123.3 million of people living with breast cancer since 2009. Data sources: Surveillance, Epidemiology, and End Results (SEER) 9 registries, National Cancer Institute, 2016

http://www.breastcancer.org/symptoms/understand_bc/statistics

<https://cancerstatisticscenter.cancer.org/#/cancer-site/Breast>

02

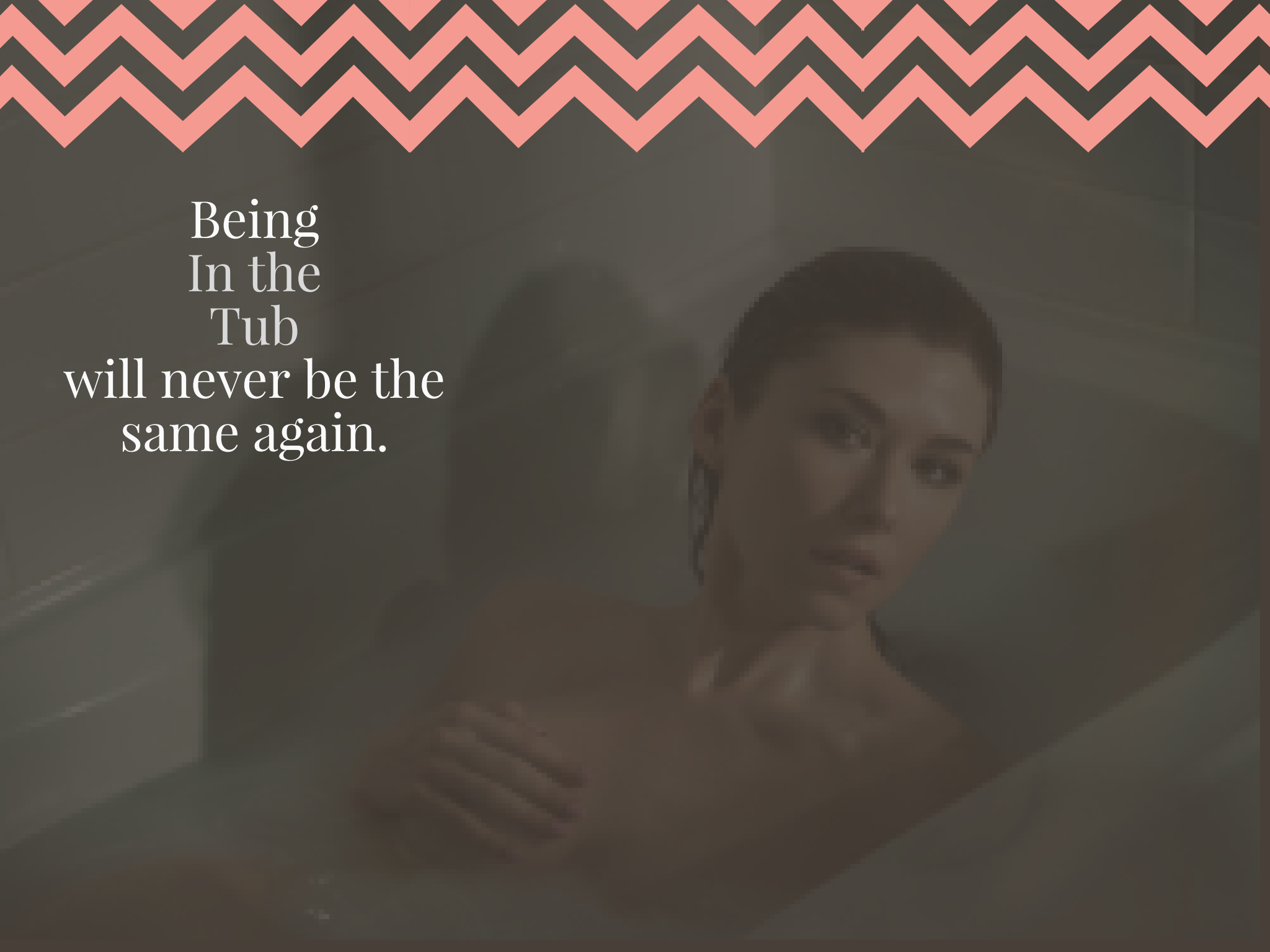
HEALED WITH INK

Most breast cancer survivors face two choices: reconstruction or not. But most don't realize there is a third option: **INK**. Our goal is to connect breast cancer survivors with tattoo artists who can provide a form of healing that no one else can. - **P**.INK.org

03

IMPACT

Some studies suggest that younger women, who represent about 1 out of 4 breast cancer survivors, tend to have more problems adjusting to the stresses of breast cancer and its treatment. It can feel socially isolating. Younger women may also be more affected by issues of sexuality or fertility. This campaign will help breast cancer survivors adjust to life after a breast cancer diagnosis. FCancer will provide an infrastructure, resources and services to guide over 1m+ young adults, breast cancer survivors and help **Prevent, Detect & Unite** those at risk for breast cancer. <https://www.cancer.org/treatment/support-programs-and-services/reach-to-recovery.html>

A woman is shown from the chest up, sitting in a bathtub. She is looking directly at the camera with a neutral expression. The background is a plain, light-colored wall. The top of the image is decorated with a repeating chevron pattern in shades of pink and black. The text is overlaid on the left side of the image.

Being
In the
Tub
will never be the
same again.

ABOUT FCANCER



WHO WE ARE

FCancer is a tax-exempt 501(c) 3 registered charity co-founded by Yael Cohen Braun and Julie Greenbaum. FCancer is dedicated to the prevention, early detection and psychosocial support of cancer. Through digital media, programs and events, FCancer believes its community will be the generation that ultimately improves health outcomes.

WHAT WE DO

Fuck Cancer believes that people diagnosed with cancer, their families and support network should have equitable access to early detection, prevention and psychosocial support.

TARGET DEMOGRAPHIC

Our target audience is Generation Connected (Gen-C). They are a generation defined by a behavior rather than a birthdate. Gen-C uses digital content as their main source of information. Our community is a safe space for people to learn, share and support each other.

PLEASE CONTACT
JOANNE@LETSFCANCER.COM

THANK YOU!

Have a nice day!





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