

*Different Ages
Different Stories
Same Fight*

AWARENESS | EARLY DETECTION
SUPPORT | STRONGER TOGETHER

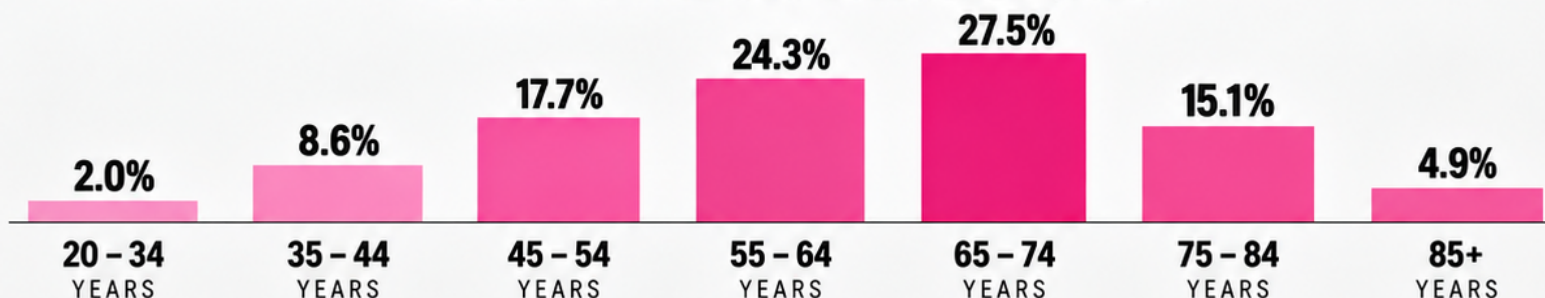
1 IN 8 WOMEN
WILL BE DIAGNOSED WITH
BREAST CANCER
IN HER LIFETIME.

*Breast cancer
can happen
at any age.
Know the facts.
Share the knowledge.
Support the fight.*

About 13% (1 in 8) of women in the U.S. will develop invasive breast cancer in her lifetime.
This lifetime risk is different from the percentage of new diagnoses in each age group.

BREAKDOWN OF NEW BREAST CANCER CASES BY AGE

PERCENT OF ALL NEW DIAGNOSES (U.S.)



EDUCATE



SUPPORT



EMPOWER



CONNECT



THRIVE

*Every age.
Every stage.
Every story matters.*

PEOPLE | PURPOSE | POSSIBILITIES

Source: National Cancer Institute,
SEER Cancer Stat Facts: Female Breast Cancer,
SEER 21, 2019-2023.