



DENIM DAY

More than 3.5 million breast cancer survivors
are living in the US today.

Breast cancer can make anyone feel alone. But we have the passion to make sure no one on that journey *is* alone. The American Cancer Society Denim Day brings people together to help free the world from the pain and

suffering of breast cancer. Thanks in part to the American Cancer Society and improvements in cancer research, treatment, and early detection, breast cancer death rates have dramatically declined in the past two decades.



YOUR DONATION HELPS MILLIONS

- More than 3.5 million breast cancer survivors are living in the US today.
- In the United States, an estimated 252,710 women are expected to be newly diagnosed with breast cancer, and 40,610 women are expected to die from the disease this year.
- Mortality rates from breast cancer have dropped 38% among women since 1989. That's 297,300 fewer deaths from the disease during that time.



YOUR DONATIONS AT WORK

Your contributions help the American Cancer Society save lives from breast cancer by:

- Investing in groundbreaking breast cancer research to better understand, prevent, find, and treat the disease
- Providing free, comprehensive information and support to those touched by breast cancer when and where they need it
- Helping people take steps to reduce their breast cancer risk or find it early when it's most treatable

To take action, visit denimday.com.

To learn more about what the American Cancer Society is doing to save lives and celebrate lives, or to get help anytime, day or night, call **1-800-227-2345** or visit **cancer.org**.