

EXPEDITION PINK RIBBON

Turn your CSR-agenda into action against breast cancer.



In May 2023...

...We – A small, dedicated group of Nordic breast cancer survivors – will cross the ice cap in Greenland.

The reason, **why** we do this, is to create awareness and raise support for the fight against breast cancer.

The main reason, that we **can** do this, is solely thanks to research which enabled us to receive the latest and best treatment for our specific type of breast cancer.

Taking Care

In 2020, there were 2.3 million women diagnosed with breast cancer – Out of these, 685,000 mothers, daughters, wives, sisters, friends, and partners lost their battle against cancer globally.



The objective of the WHO Global Breast Cancer Initiative (GBCI) is to reduce global breast cancer mortality by 2.5% per year. The three pillars toward achieving these objectives are: *health promotion for early detection; timely diagnosis; and comprehensive breast cancer management.*

We are Expedition Pink Ribbon

We are a small determined group of strong women and breast cancer survivors from Norway, Denmark, Sweden, and Greenland, joined by a shared past and a strong purpose for the future.

Our mission is to inspire women and men of all ages to take responsibility for their bodies and their mental and physical health. We want to encourage all to be physically active as a preventative measure against health-related issues, such as breast cancer. We strive to educate women and men around the world to do self-exams, since early detection is of utmost importance when it comes to treating breast cancer.

Our goal is to raise 3.650.000 NOK for breast cancer research, with a focus on how to improve treatment and hopefully, in the future, create a vaccine that prevents breast cancer altogether. To achieve this, we need your attention, and we need your support.

Most of all, we need your money!

In exchange, we invite you and your company to join us in reaching our goal:
To fund cancer research and raise awareness of the benefits of self-examination
for early detection, physical activity, and healthy living in the fight against breast cancer.

We highly value your support, as a representative of a brand or company.

How do you show your support?

If you are representing a company - Let us show your clients - and the world - that you care.

Join Expedition Pink Ribbon. Make a difference by taking concrete action and donate to the fight against breast cancer.

Please contact us directly for a detailed meeting, on how to make your support visible and relevant for your specific stakeholders.

Let the world know – and see – your concrete action against breast cancer.

Our sponsor program is simple! The stronger the support, the higher the visibility. We urge you to contact us, for further suggestions on how to tailor your concrete contribution to your company platforms.

To give you a general idea on how to show your Pink Ribbon support, we have created these steps:

Platina: 200.000 NOK

- Logo visibility on hats and sleighs for the duration of the whole trip – visible in TV documentary.
- In-company inspirational lecture by team-member.
- Content on social media (IG, FB, HP).

Gold: 100.000 NOK

- Logo visibility on jackets and sleighs for the duration of the whole trip – visible in TV documentary.
- Content on social media (IG, FB, HP).

Let the world know – and see – your concrete action against breast cancer.

Silver: 50.000 NOK

- Logo visibility on sleighs for the duration of the whole trip – visible in TV documentary.
- Content on social media (IG, FB, HP).

Bronze: 20.000 NOK

- Content on social media (IG, FB, HP).
- Logo on the camp flag

Decide to donate directly and discreetly: Please click the link below for supporting us directly via Spleis (the Norwegian equivalent to crowdsourcing). All amounts are cherished and welcomed.

[Expedition Pink Ribbon har satt seg som mål å redde liv. Vil du være med? | Spleis fra SpareBank 1](#)

Taking Action

If you want people to look and listen, you must make yourself relevant and earn their attention. Expedition Pink Ribbon intends to do just that.

We are able to cross the ice cap in Greenland, solely thanks to research which enabled us to receive the latest and best treatment for our specific type of breast cancer. That is our core message.

We will use our power, platforms and media reach to manifest this important cause of action.

The Expedition Pink Ribbon Team is:

- Silje Løkeng, project manager & survivor – Norway.
- Lisa Sund, teacher & survivor – Sweden.
- Inequ Maja Holm, dentist student & survivor – Greenland.

In the competent company and hands of Norwegian Liv Arnesen, author & Polar-legend and Norwegian guides Caroline Haug and Line Wanvik.

In Denmark, Expedition Pink Ribbon is represented by team-member and ambassador Andrea Rudolph, Founder of Rudolph Care & survivor.

Taking Part

Please join us!

In order to succeed, Expedition Pink Ribbon needs your attention and support in order to raise awareness and inspire everybody to care for their physical and mental health.

The overall goal is to raise a minimum of 3,6 million NOK for research and for financing the actual expedition (approx. 730 000 NOK) from sponsors, individual donations and crowdsourcing.

All donations over 730.000 NOK, will be distributed, without any deductions, to the official cancer societies in all countries involved.

You are more than welcome to contact us if you have any questions concerning your support for Expedition Pink Ribbon

Taking A Stand

By joining Expedition Pink Ribbon as a proud and caring supporter, you actively contribute to the fight against breast cancer. For this, we are grateful and will do all we can, to make the expedition worth your attention and contribution.

- Together, the team has 170,000 engaged followers on Instagram and will document and share the journey through all relevant channels.
- The team has garnered significant attention from media outlets throughout the Nordic countries and Greenland. Coverage will include television appearances, podcasts, and print press, all with the aim of raising awareness for the cause.
- The expedition will be recorded as a documentary, to be shown on TV in as many countries as possible.
- All equipment will be auctioned after the expedition. All profits will go directly to the collection for the cause.

Taking initiative today

For further information

Please visit <https://expeditionpinkribbon.no>

Contact

Project Manager Silje Løkeng
+47 92605657
silje.lokeng@gmail.com.

Pink Ribbon is open for donations of any size.
We appreciate your contribution.

- Vipps: 728313
- Kontonummer: 1506 71 44314
- <https://spleis.no/project/203249>

[@expeditionpinkribbon](#) (Instagram)



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