



The Susan G. Komen® North Jersey (SGKNJ) **Pink Tie Guys** are partners in the Komen promise to save lives and end breast cancer forever. They are advocates for breast health education and breast cancer awareness. Pink Tie Guys are leaders who can help mobilize, energize and engage people in Komen's mission and events in their communities, companies and organizations.

**Komen North Jersey will be honoring the inaugural class of Pink Tie Guys at the 2016 Pink Tie Affair to be held on March 4, 2016 at the Pleasantdale Chateau in West Orange.**

Your role as a Pink Tie Guy is critical to our vision of ending breast cancer forever. You will work with Komen North Jersey to inform, influence, and inspire our community and raise funds to help end breast cancer forever. Together we can change these startling statistics:

- Breast cancer affects **1 in 8 women** and 1 in 1,000 men in their lifetime
- **All women are at risk** for breast cancer and the risk of getting breast cancer increases as you age.
- In the U.S., one case of breast cancer is diagnosed **every two minutes** and one woman will die of breast cancer **every 13 minutes**
- In 2015 it is estimated that among U.S. women there will be **231,840 new cases** of invasive breast cancer and **40,290 breast cancer deaths**
- Breast cancer in men is rare, but it does happen. In 2015, it is estimated that there will be **2,350 new cases** of breast cancer and **440 breast cancer deaths**
- New Jersey has one of the **highest mortality rates** for breast cancer
- Caucasian women have the **highest breast cancer incidence** and African American women have the **highest breast cancer mortality rate**

#### **Pink Tie Guy Commitment**

- Work with SGKNJ staff and Board of Directors to assist with raising \$10,000 annually
- Serve as an ambassador of SGKNJ by allowing us to use your photo and message of support in our promotions
- Attend Pink Tie Affair as an honoree (March 4) and work with SGKNJ staff to build a personal guest list
- Option to attend Race for the Cure (May 1)
- Support SGKNJ with a \$1,008 annual gift (for the 1 in 8 women who will be diagnosed with breast cancer this year)
- Assist Komen North Jersey in recruiting one new Pink Tie Guy for the 2017 class

#### **Komen North Jersey Commitment**

- Provide support to Pink Tie Guys to successfully meet their \$10,000 commitment
- Publish a press release announcing the Pink Tie Guys
- Post the Pink Tie Guys' photo and bio on the SGKNJ website, Pink Tie Affair website and social media
- Honor the founding class of Pink Tie Guys at the Pink Tie Affair (March 4) and recognize them at Race for the Cure (May 1)
- Provide a signature pink tie to wear when representing the Affiliate