Pink Monday emails

# Mail 1: Announcement of company participation - prior to event

**Subject:** Let's turn Blue Monday into a Pink Monday together!

**Email:**

Dear colleague,

Have you heard of Blue Monday? Blue Monday is known as the most depressing day of the year: the holidays are over, the days are short, and summer still feels far away. A day you'd rather skip…

But Pink Ribbon, the national organization dedicated to supporting people affected by breast cancer, offers a positive twist: Blue Monday becomes Pink Monday! This year again, we at **[company name]** are joining forces with Pink Ribbon to turn January 19, 2026 into a day full of action, awareness, and joy.

Did you know that 1 in 8 women will face breast cancer during their lifetime? Men can also be diagnosed with breast cancer. That’s why it’s important to bring this topic into our workplace and focus on prevention and support for (former) patients.

On our Pink Monday, we will organize several enjoyable and meaningful activities, such as **[brief description of your idea]**. This year, there’s also a special surprise: the Pink Monday contest! Teams that are the most creative, inspiring, or funny — and those that raise the most money for the fight against breast cancer — will be highlighted and receive a lovely pink prize.

Wear a pink item of clothing or accessory on Pink Monday to show your support for the fight against breast cancer.

We look forward to making this a pleasant and meaningful day together!

Kind regards,

[first name and/or surname initiator Pink Monday]

# Mail 2: Announcement of company participation - 3 days before event

**Subject:** Reminder: Pink Monday

**Email:**

Dear colleague,

In just 3 days, it’s time: together with Pink Ribbon, we will turn the notorious “Blue Monday” into a hopeful Pink Monday!

Did you know that 1 in 8 women will face breast cancer in their lifetime? Men can also be affected. That’s why we are organizing a day focused on prevention, early detection, and support for (former) patients.

On January 19, 2026, many fun and educational activities will take place at **[company name]**. Take part in the Mammoquiz, invite mascot Sandy, or organize an activity to raise money together for Pink Ribbon. And don’t forget the motto “Pink is the new Blue”: wear a pink item of clothing or accessory!

Join the Pink Monday contest and show how creative and inspiring your team can be. Extra exciting this year: the team that raises the most money for breast cancer research and prevention has a strong chance of winning the prize! Every action counts.

Let’s make this a cheerful, energetic, and meaningful day together!

Kind regards,

[first name and/or surname initiator Pink Monday]

# Mail 3: Thank-you e-mail to employees after the event

**Subject:** Thank you, our Pink Monday was a big hit!

**Email:**

Dear colleague,

On Monday 20 January, we gave Blue Monday a new, pink jacket and organised our own Pink Monday! It was a fun and interactive day where we learned a lot about breast cancer and did our utmost to show the world that we too support the fight against breast cancer.

We would like to thank you for your engagement on this rosy day. By participating, you have shown that your colleagues can count on you and that you are helping to build a warm environment where non-work-related topics can also be discussed.

By the way, don't let your knowledge about breast cancer go to waste and keep talking about it with your friends and family and certainly with your colleagues at work. Because by keeping the conversation going in our working environment, we continue to fight the disease.

We also encourage you to maintain a healthy lifestyle in the future and to get screened if you have any doubts (remember the 9 alarm signals).

Thank you again for your commitment!

Kind regards,

[first name and/or surname initiator Pink Monday]

# Email signature

**Blue Monday turns into Pink Monday**

Organise a Pink Monday at your workplace on 20 January. And make breast cancer a subject of discussion in the workplace!

[Name company] will already participate.

More info on: [www.pinkmonday.be](http://www.pinkmonday.be)