**Pink Monday - social media copy**

**Post about participation in Pink Monday**

**One woman in eight** will be diagnosed with breast cancer during her lifetime. Workplaces are not spared from the disease.That’s why, together with **Pink Ribbon**, **[company]** will turn **Blue Monday**, the most depressing day of the year, into a **Pink Monday** on **19 January 2026**!

We’ll make it a **meaningful and positive day** filled with team spirit, creativity and awareness about breast cancer. Together with our colleagues, we’ll take part in fun and inspiring activities — from pink breakfasts to small fundraising actions — all to show our support for those affected by the disease.

And this year, there’s something new: the **Pink Monday Contest!** The most creative and inspiring companies or teams will be highlighted by Pink Ribbon and receive a special pink surprise.

Your company can join too! Register via [**www.pinkmonday.be**](http://www.pinkmonday.be/) and make your workplace shine in pink, just like [company]. Because fighting breast cancer is something you never do alone.

@pinkribbonbe #PinkRibbon #PinkMonday #breastcancer #breastcancerawareness

**Post on Pink Monday**

Today may be **Blue Monday**, the most depressing day of the year — but not at **[company]**! Together with **Pink Ribbon**, we’re turning it into a **Pink Monday** full of positivity, teamwork and meaning.

We’re raising awareness about **breast cancer prevention and early detection**, and we’re joining forces with our colleagues for creative activities that make a real difference — from shared moments to small actions that help support Pink Ribbon’s mission.

Because **1 woman in 8** will face breast cancer during her life, and every gesture counts.

A huge thank-you to all our colleagues who dressed in pink, participated in activities and helped spread the message. Together, we’re proving once again that **fighting breast cancer is something you never do alone.**

@pinkribbonbe #PinkRibbon #PinkMonday #breastcancer #breastcancerawareness

**Post after Pink Monday**

Yesterday, together with **Pink Ribbon**, we turned **Blue Monday** into a **Pink Monday.** It was a day full of smiles, pink outfits, teamwork and meaningful activities — all to raise awareness and show our support for everyone affected by breast cancer. Through our team initiatives and shared moments, we helped keep the conversation about **breast cancer prevention and early detection** alive — and contributed in our own way to Pink Ribbon’s mission.

Because **1 woman in 8** will face breast cancer during her lifetime, and awareness truly starts with small everyday actions. A warm thank-you to everyone who took part, helped organise, or simply joined the movement — you made this Pink Monday unforgettable.

@pinkribbonbe #PinkRibbon #PinkMonday #borstkanker #breastcancerawareness