Copy Intranet Pink Monday

# Long version

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| **Subject** | Blue Monday turns into Pink Monday |
| **Preview** | Turn Blue Monday into Pink Monday |

Did you know that the third Monday of January is considered the most depressing day of the year?  
You may have heard of it — **Blue Monday**. The holidays are over, the days are short, and the dream vacations we’ve planned still feel far away. In other words, Blue Monday is a day we could all do without. But **Pink Ribbon**, the national organisation fighting breast cancer, has found the solution: they want to turn Blue Monday into **Pink Monday**. An idea that excite**s** [company]!

### **Pink Monday – 19 January 2026**

On **Monday 19 January 2026**, our company will see life in pink!  
 In collaboration with **Pink Ribbon**, we will organise our own **Pink Monday**: a positive and meaningful day to raise awareness about breast cancer while sharing a fun and engaging experience with colleagues.

This year, **Pink Monday becomes even more exciting** thanks to a new feature:  
 the **big Pink Monday contest**! The most **creative, funny, or inspiring teams** will have their initiatives **showcased by Pink Ribbon**, and the winners will receive a **special pink surprise**!

### **A Day Full of Action and Meaning**

In Belgium, **1 in 8 women** will be affected by breast cancer during their lifetime, and around a hundred men are diagnosed each year.  
 It is therefore essential to talk about it, inform, and support the cause — while making the day a **positive and unifying experience**.

At **[company]**, we want **Pink Monday** to be more than just a symbolic day.  
 We will focus on three main pillars:

* **Act together:** organise an activity or a shared moment with colleagues.
* **Support Pink Ribbon:** raise funds for prevention and research.
* **Raise awareness:** participate in the **Mammoquiz**, invite the mascot **Sandy** to the office, or share the pink message on our internal channels.

### **Your Ideas Count!**

On 19 January, everyone should wear **pink**!  
 Tie, sweater, scarf, or flashy socks — the bolder, the better!  
 Why not also give a **pink touch** to our logo, internal screens, or communications?

Here are some simple ideas to mark the day:

* Selling homemade cakes, soups, or pancakes;
* Pink breakfast or snack;
* Health, music, or team quiz challenges;
* Selling the **new pink ribbon** or Pink Ribbon items (T-shirts, caps, bracelets);
* Or create your **own creative concept**, reflecting your team’s spirit!

**Pink Monday** is the perfect opportunity to **take action together in a joyful and meaningful way**.  
 On 19 January, let’s turn **Blue Monday** into a **positive, engaged, and unforgettable day**.  
 Because more than ever, at **[company]**, **we want to get involved and make breast cancer a topic of conversation in the workplace.**

Want to know more about our Pink Monday? Keep an eye on your inbox!

# Short version

Did you know that the third Monday of January is considered the most depressing day of the year?  
You may have heard of it — **Blue Monday**… But at **[company]**, we’re not letting that get us down!

On **Monday 19 January 2026**, we’ll be seeing life in pink for **Pink Monday**, organised in collaboration with **Pink Ribbon**, the national organisation fighting breast cancer.  
 In Belgium, **1 in 8 women** will face this disease during their lifetime, and around a hundred men are diagnosed each year. Together, we can make a difference!

This day will be all about **positivity, awareness, and solidarity**. And this year, there’s something new: the **big Pink Monday contest!** The most creative, funny, or inspiring teams will have their initiatives showcased by Pink Ribbon and receive a special pink surprise.

So get your touch of pink ready — tie, sweater, socks, or accessory — and plan an activity, breakfast, bake sale, or team challenge. Every idea counts! Together, let’s turn **Blue Monday** into a **positive, engaged, and unforgettable** day. Because more than ever, at **[company]**, **we want to get involved and make breast cancer a topic of conversation in the workplace.**

Want to know more about our Pink Monday? Keep an eye on your inbox!