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? Well, Blue Monday is 'the most depressing day of the year' and falls in the middle of the bleak month of January. The holidays are just over, it gets dark early, and our planned dream holiday still seems far away. In other words, Blue Monday sounds like a day you'd rather skip.

Fortunately, Pink Ribbon, the national organisation dedicated to helping people with breast cancer, has found a solution. Under the slogan 'Pink is the new blue', Pink Ribbon wants to turn Blue Monday into a Pink Monday this year and thus make 20 January a day full of hope, support and awareness about breast cancer. This is badly needed, because as many as one woman in nine is affected by the disease, and men can also get breast cancer. In other words, there is a very real chance that you or one of your colleagues could be affected by breast cancer sooner or later.

That is why we at [name of company] think it is important to make breast cancer a topic of discussion in our workplace and why we organise our own Pink Monday at our office(s) this year! In order to give all (ex-)breast cancer patients a boost and to call for more attention to the risks of breast cancer, we will organise [a description of your idea] on 20 January. [Further description of your idea, if any]

So don't hesitate to wear a pink garment or accessory on our Pink Monday to literally show your support for the fight against breast cancer.

We are looking forward to making it a heart-warming day together with you!

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 3 days’ time, together with Pink Ribbon, we will turn the notoriously bitter 'Blue Monday' into a hopeful Pink Monday!

Every day, 29 patients in our country are diagnosed with breast cancer. The disease can therefore also affect one of our employees at [company]. That is why we think it is so important to organise a day dedicated to the prevention, (early) detection of breast cancer and support for (ex) patients. For all colleagues on 20 January, we have provided many instructive and fun activities.

Don't forget the motto "Pink is the new Blue" and wear a pink garment or accessory on Pink Monday. Consider Pink Monday as a new opportunity to start those good intentions after all, and from Monday onwards, for example, cycle to work or start your day with a good morning walk. Because a little exercise is not only healthy, but it also lowers your risk of developing breast cancer.

Let's make it a rosy journey 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)