Copy Intranet Pink Monday

# Long version

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

Did you know that the third Monday in January is referred to as 'the most depressing day of the year'? The name ‘Blue Monday’ probably sounds familiar to you. 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. But Pink Ribbon vzw, the national organisation for the fight against breast cancer, has found a solution: it intends to turn Blue Monday into Pink Monday! And we at [company] think that's a good idea!

**Pink is the new Blue**

That is why 20 January 2025 will be a pink day at our office, by organising our own Pink Monday! It will be a day of hope, fully dedicated to the fight against breast cancer. We will specifically focus on prevention, (early) detection and support to (former) patients. It will be an instructive day, which is something we really need: in Belgium, 1 woman in 9 will get breast cancer in the course of her life, and every year about 100 men are also affected by the disease. In other words, there is a real chance that within [company] one or more colleagues will sooner or later (in)directly be affected by the disease.

**This is how we colour Pink Monday**

At [company], we want to make breast cancer a topic of discussion at the workplace and therefore, together with Pink Ribbon, we are not only making it an educational day, but also a day of interaction, full of activities. Exactly what we have in store for you is still a secret, but we can reveal that we will be working around three main themes:

1. (More) physical activity at work!
2. Take part in the Mammo Quiz
3. Make the return of an affected colleague easier

To add some positivity to Pink Monday, we are asking you to come to work wearing a pink garment or accessory on 20 January. It could be a pink tie, a pink jacket or a pink bag - the crazier, the better! Because 'Pink is the new Blue'! 😉 In this way, we make it clear that we, within our [company] team, support all (ex) breast cancer patients!

Keen to find out more about our Pink Monday? Keep an eye on your mailbox!

# Short version

Did you know that 20 January 2025 is 'Blue Monday', or 'the most depressing day of the year'? We at [company] do not want to hear of it! Together with Pink Ribbon, the national organisation for the fight against breast cancer, we are turning this 'Blue Monday' into a 'Pink Monday' under the motto 'Pink is the new Blue'. We will make it a day full of hope, support and raising awareness of breast cancer.

1 in 9 Belgian women will be diagnosed with breast cancer in their lifetime and 100 men also face the disease every year. It is therefore likely that within [company] one or more colleagues will sooner or later come be directly affected by the disease. Therefore, on Pink Monday, we will focus on prevention, (early) detection and support to (ex) patients through all kinds of fun and educational activities. This support is very important and can be expressed in the first place by coming to work in a pink garment or wearing a pink accessory on Pink Monday 😊

Keen to find out more about our Pink Monday? Keep an eye on your mailbox!