

Pins For A Purpose

*“From far and wide we wear our pins,
As symbols of the love and compassion that we share.
Reminding those with TNBC that they do not walk alone,
and they are a part of a community that truly cares.”*

Triple Step Toward the Cure® is proud to be a continuing supporter of the Triple Negative Breast Cancer Day* and in the spirit of TNBC Day 2014, we invite you to participate in *Pins for A Purpose*.

Pins for A Purpose is an online campaign that was created in support of TNBC Day, designed to take place each year on March 3rd, to raise awareness of triple negative breast cancer and to show TNBC patients that we stand with them in their fight for better treatment and ultimately a cure.

What is TNBC?

- Triple negative breast cancer (TNBC) is a subtype of breast cancer that lacks the genes known to fuel most breast cancer growth - estrogen (ER), progesterone (PR), & the Her2/neu gene.
- TNBC represents about 10-20% of all diagnosed breast cancer.
- TNBC often disproportionately affects younger women and women of color.
- There is currently no targeted therapy for TNBC and it can be aggressive, difficult to treat, and more likely to recur.
- Every 1/2 hour, another women in the U.S. is diagnosed with TNBC.

How YOU can Help!

1. **Get A Pin.** - Visit our website to purchase your pin for only \$ 10.00. Be sure to check out our new limited edition “**Bling It On**” stiletto pin!

<https://app.ctapestry.com/cart/TripleStepTowardtheCure/default/index.php>

2. **Take A Photo** ~ Simply take a fabulously creative photo of yourself with the pin on, follow us on Instagram & post your photo to our Instagram page. >>>Instagram account<<< We will feature new photos every day during the weeks leading up to TNBC Day on 3.3.14.

3. **Spread the Word** ~ Here are 3 easy ways to keep our efforts going:

- Like us on Facebook, follow us on Twitter, & follow us on Instagram
- Ask 3 of your friends to do the same!
- Wear your pin on 3.3.14 & share why!

*Triple Negative Breast Cancer Day was created in 2013 by the Triple Negative Breast Cancer

Foundation to increase awareness about triple negative breast cancer (TNBC) and the critical need to find targeted treatments for those diagnosed with this aggressive breast cancer subtype.