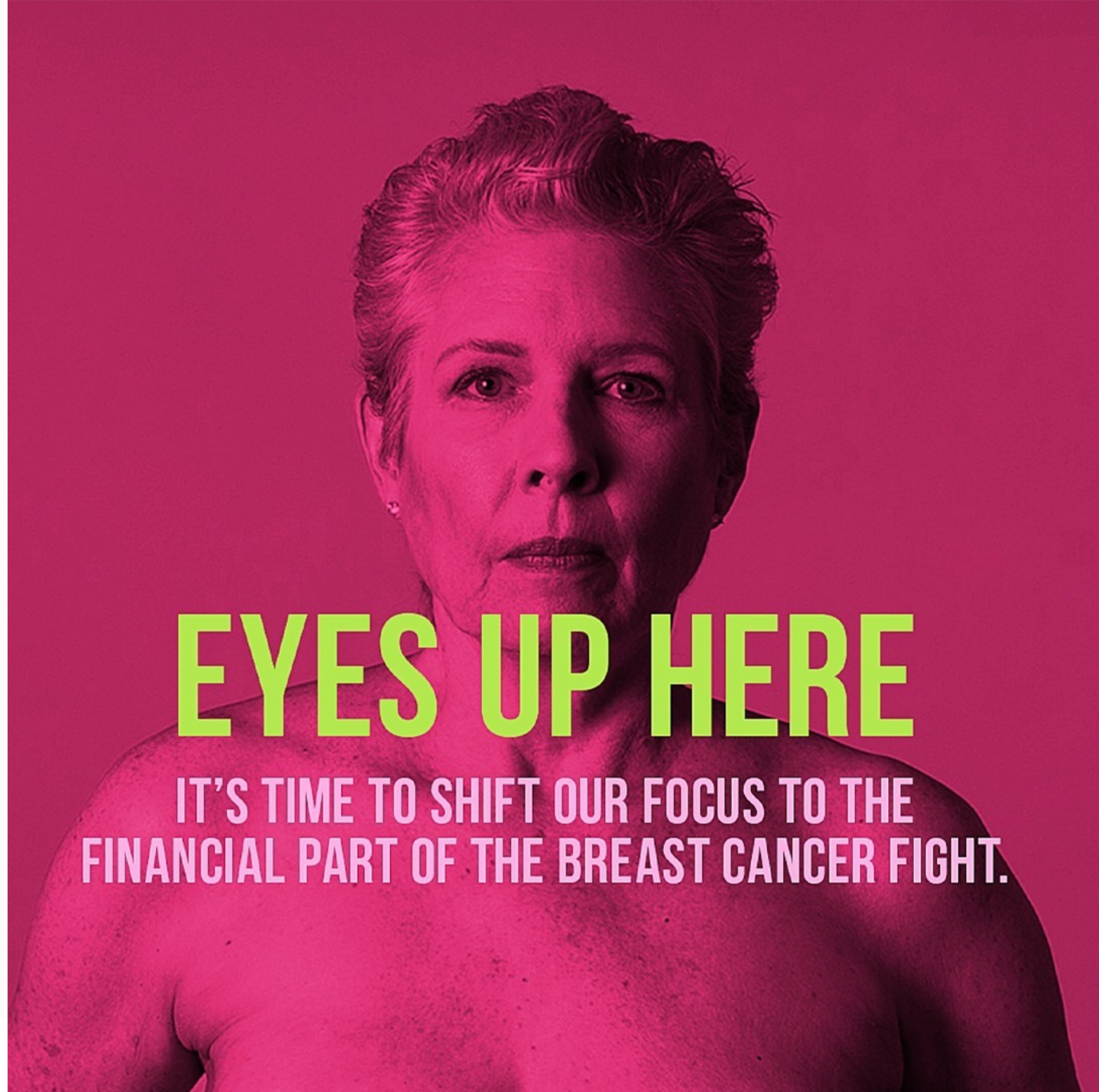


Pink Fund was championing another, very real part of the breast cancer fight: financial toxicity.

41% women will often forgo treatment if they cannot afford to provide for their family or pay for other necessities – mortgage, auto, utilities.

Directing one's attention away from womens' breasts, to focus on the more important issue at hand, is what got many eyeballs staring at Pink Fund. It featured Pink Fund beneficiaries who volunteered to be part of the campaign.

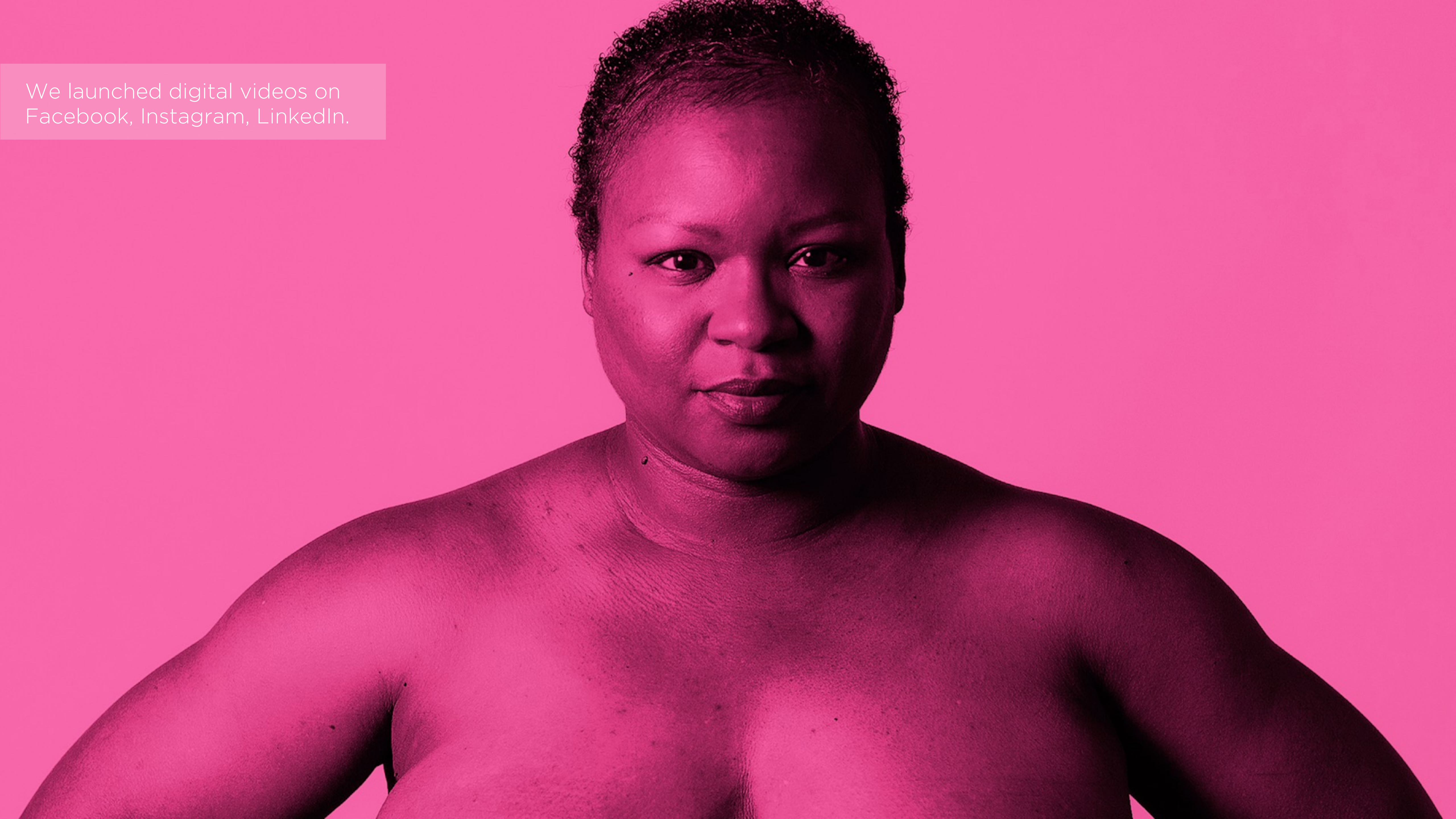


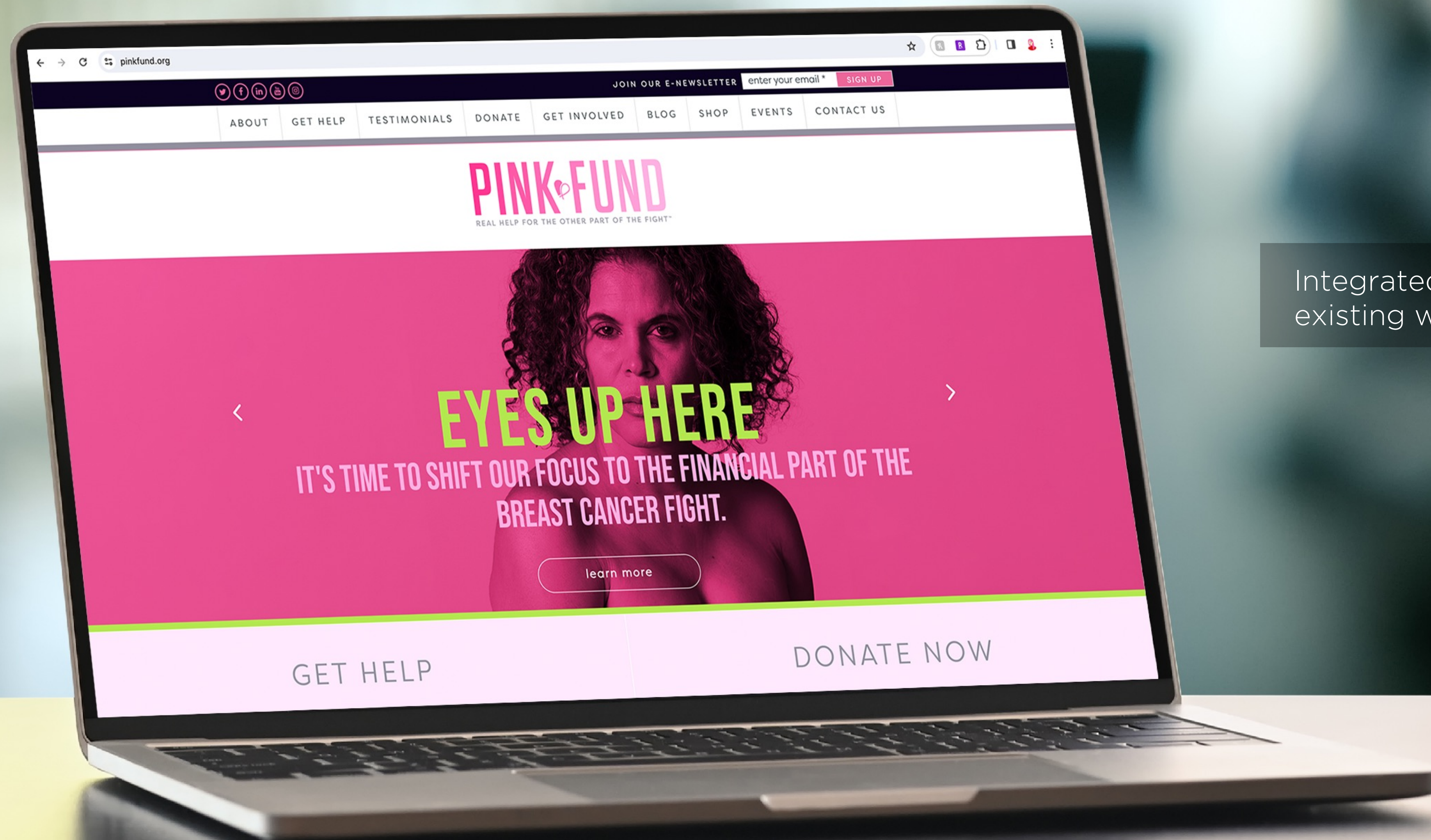
# EYES UP HERE

IT'S TIME TO SHIFT OUR FOCUS TO THE  
FINANCIAL PART OF THE BREAST CANCER FIGHT.



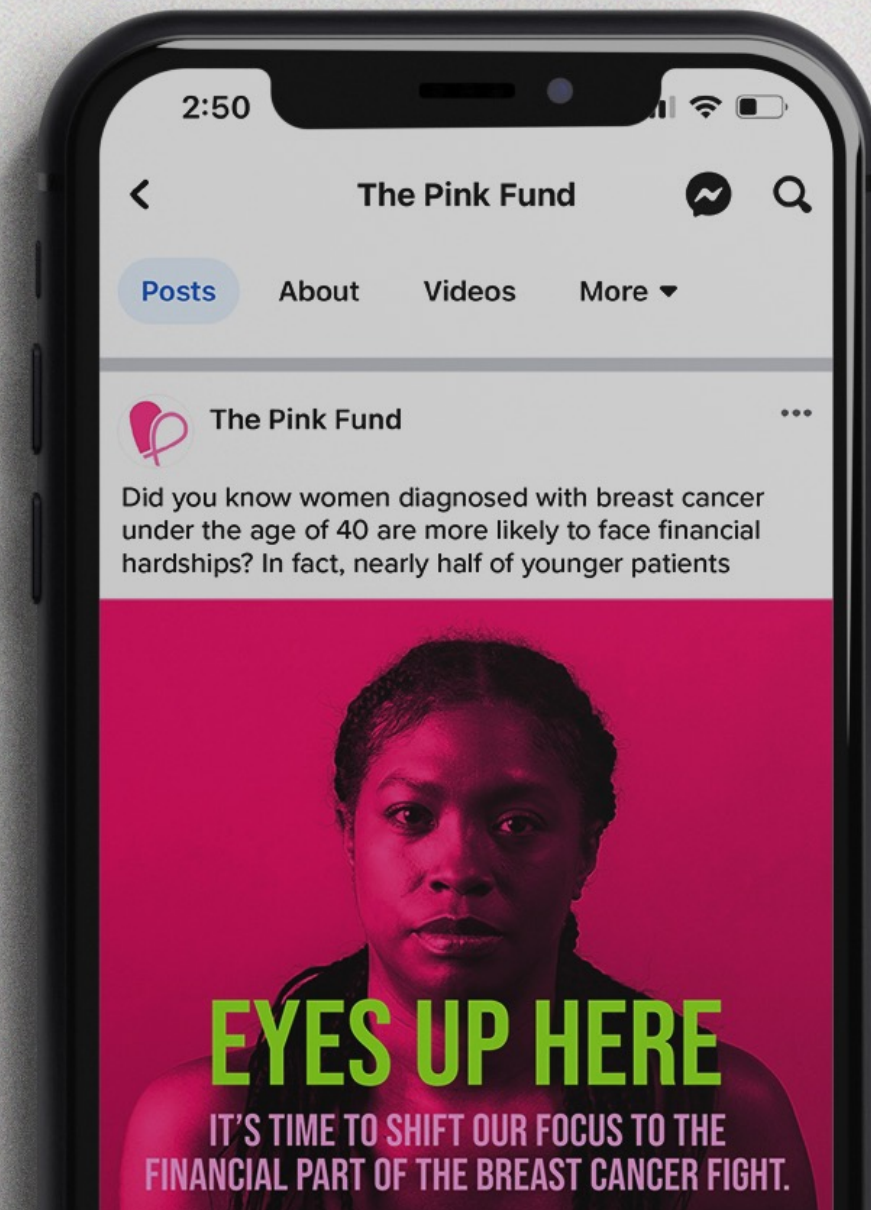
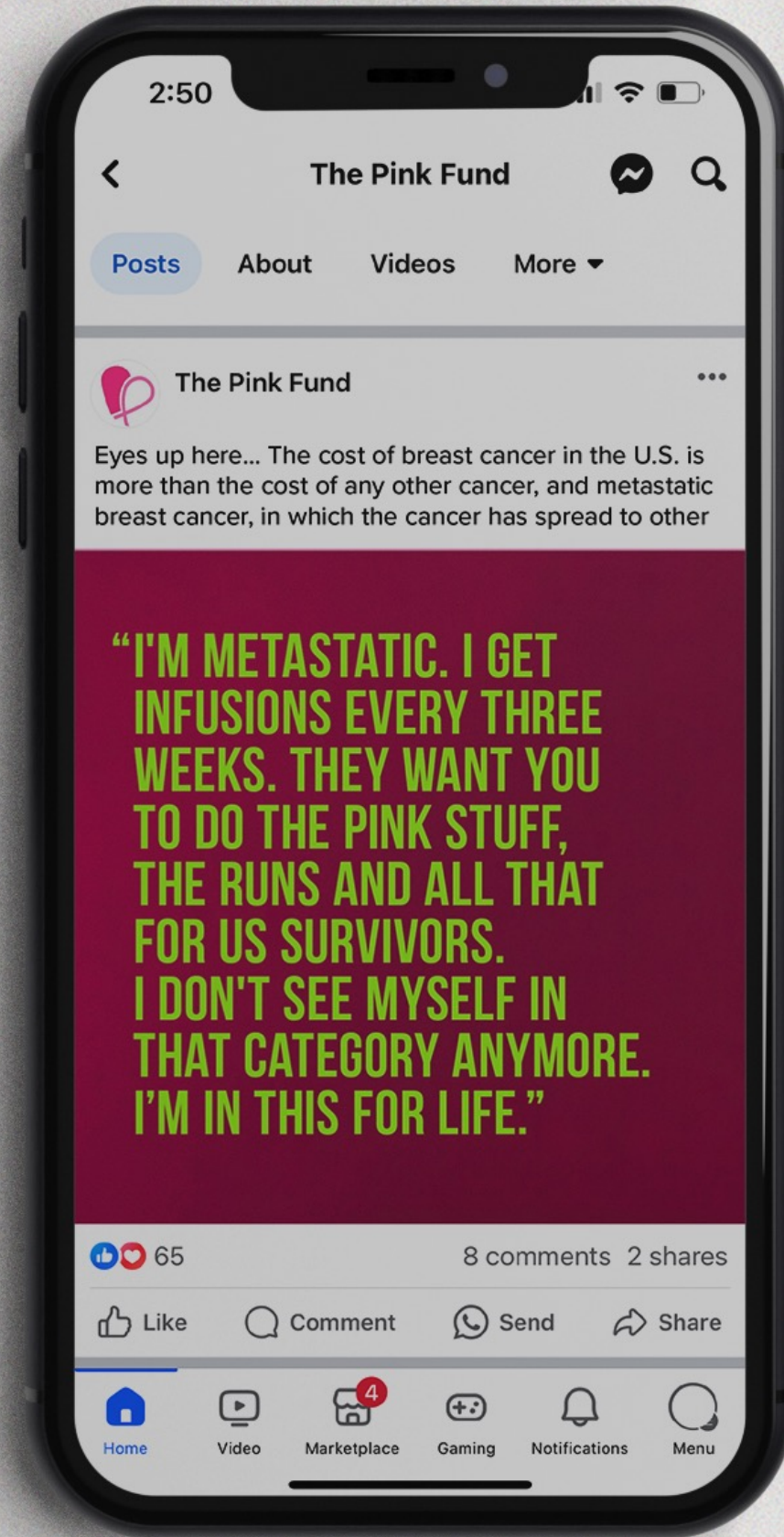
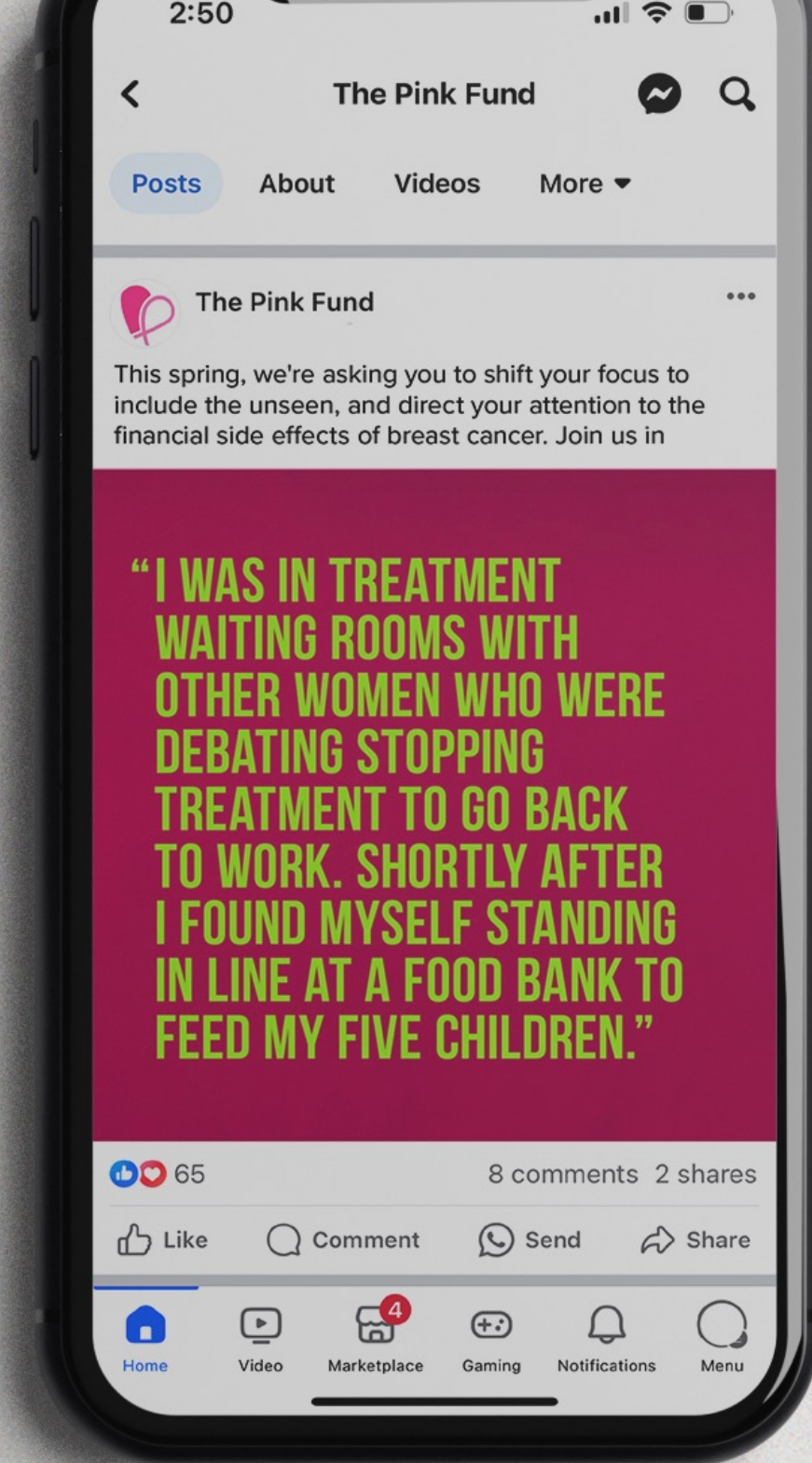
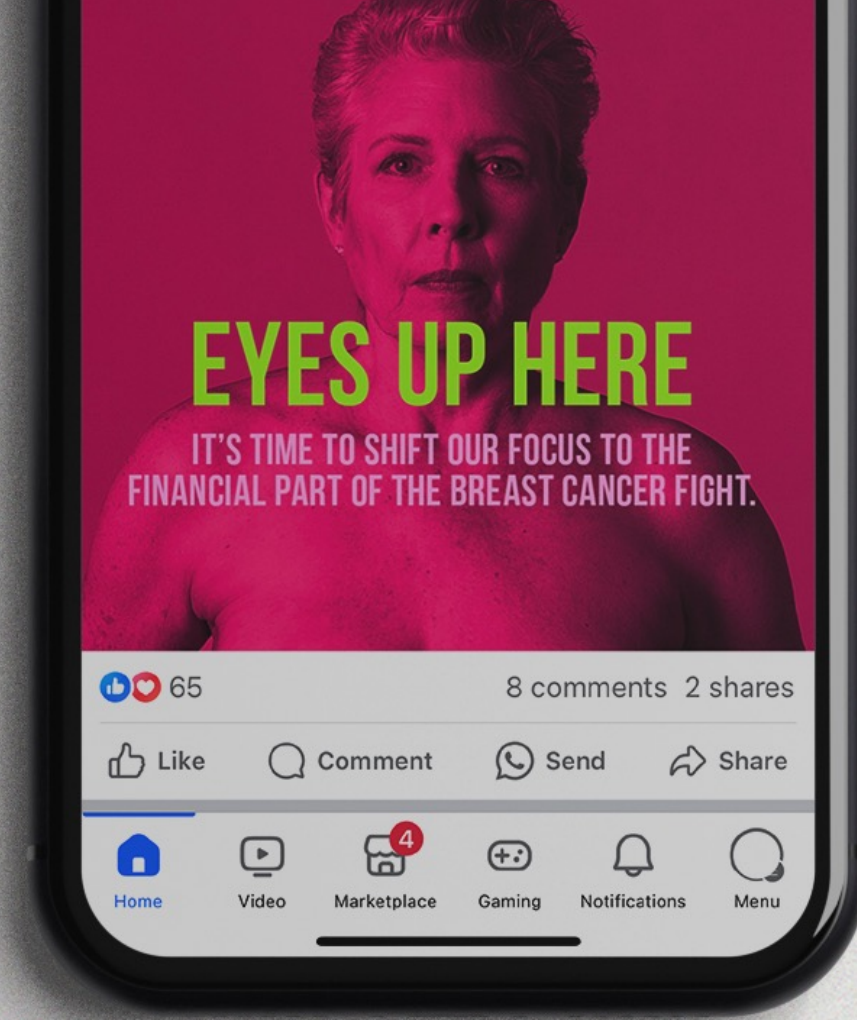
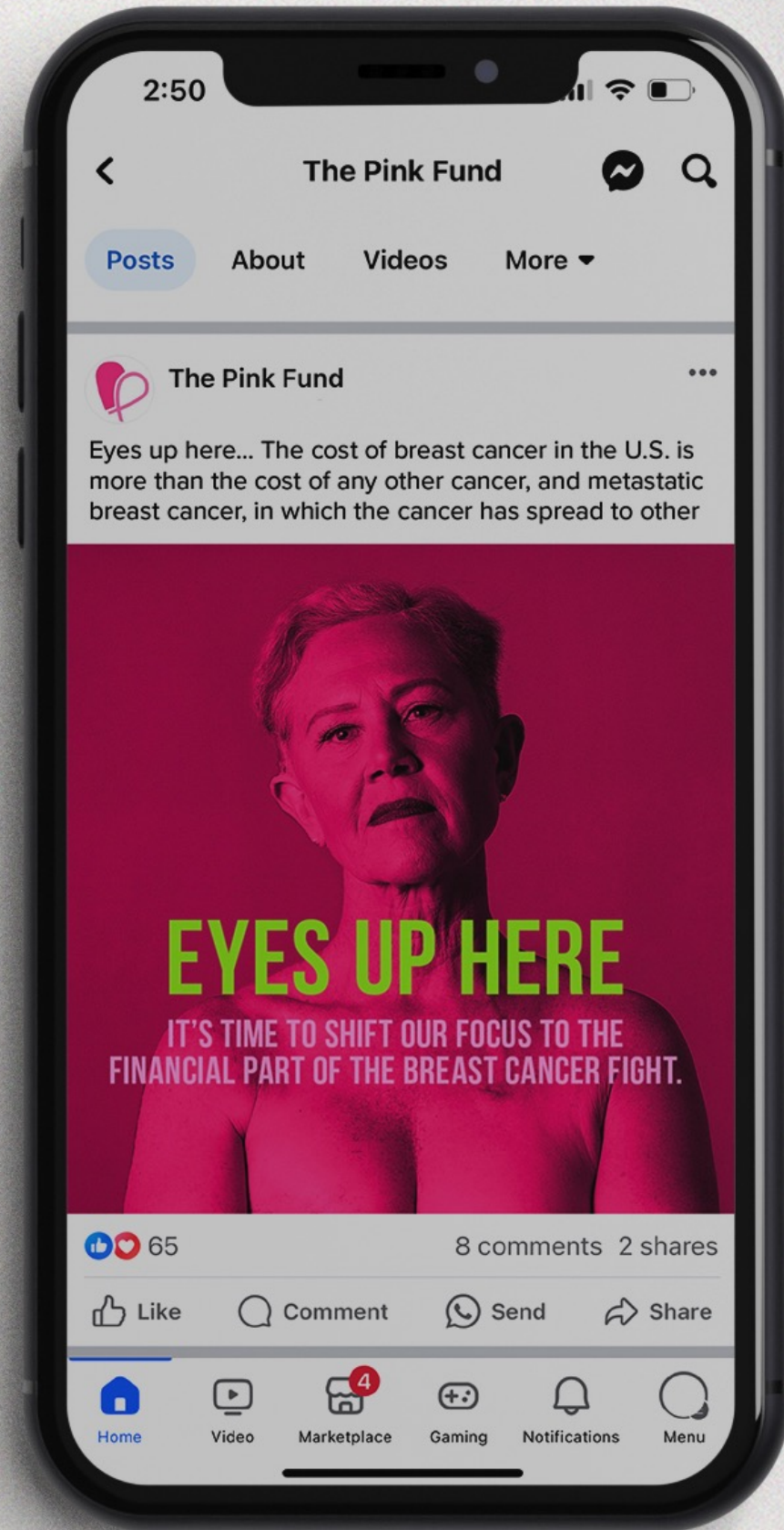
We launched digital videos on  
Facebook, Instagram, LinkedIn.





Integrated messaging into existing website.

The "Eyes Up Here" social campaign allowed us to freshen our messaging but stay true to our look



DETROIT PEOPLE MOVER 06  
PRIORITY  
LEARN MORE AT [PINKFUND.ORG](http://PINKFUND.ORG)

**EYES UP HERE**

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DETROIT PEOPLE MOVER 07  
PRIORITY  
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**EYES UP HERE**

SHIFT YOUR FOCUS TO THE FINANCIAL PART OF THE BREAST CANCER FIGHT



The elevated People Mover moved our attention-getting message through downtown Detroit during October. Literally directing Detroit's eyes up here.