



Pink Ribbon Awards LONDON LAUNCH / NEW YORK CEREMONY

Pink Ribbon is delighted to announce the forthcoming *Pink Ribbon* awards, rewarding the key individuals and organisations involved in the fight against breast cancer. The awards will be presented in a dinner ceremony in breast cancer awareness month.

Categories are diverse and nominations are invited from all sources including the general public, charitable organisations and their patrons and trustees, fundraisers, carers, merchandisers, health institutions, businesses, health firms and/or pharmaceutical companies, medical practitioners, academics, research institutes and campaigners.*

A distinguished panel of celebrities, medical experts, charity experts, journalists, politicians and merchandisers, all with a keen interest in breast cancer cure and care, will come together to judge the categories. At least the Pink Ribbon survivor of the year category will also be judged by public vote, with the help of online readers and partners.

Each award will be presented by the sponsor organisation of that award together with a high-profile celebrity.

Patron of the year

Nominations are invited for the Pink Ribbon patron of the year.

Nominations should contain evidence or examples of:

- a strong commitment to the charity/organisation concerned
- the generation of ideas and donation of time
- increased media interest due to patronage
- an increase in revenue generation directly related to activities of the patron.

Fundraiser of the year

Nominations are invited for the Pink Ribbon fundraiser of the year.

Judges will be particularly looking for:

- achievement in the setting of, meeting or exceeding targets for delivery of charitable/organisational objectives
- innovation, for example, in new ways of raising new funds for charitable/organisational activity, especially from non-traditional sources
- solid statistical evidence to support the nomination.

Resources available to the fundraiser will be taken into consideration during the judging process.

Merchandise of the year

Nominations are invited for the Pink Ribbon merchandise of the year.

Nominations can be submitted for new or established products that are available to the public for purchase or through institutions or intermediaries such as doctors or health service professionals.

Examples of such merchandise could include breast examination tools, symbolic fundraising tools or any merchandise produced directly relating to breast cancer, or merchandise used to aid breast cancer patients.

Drug of the year

Nominations are invited for the Pink Ribbon drug of the year.

The judges will be looking for drugs which offer important and new results. The drug must demonstrate:

- significant improvement on currently available therapies
- a difference to the lives of many users
- high levels of tolerability with minimal side effects.

Partner of the year

Nominations are invited for the Pink Ribbon partner of the year.

Nominations should relate to a partner who has been of great strength and support to their partner and/or family during a highly stressful and emotional period.

Judges will be looking for inspiring personal stories of resourcefulness, courage and determination.

Research of the year

Nominations are invited for the Pink Ribbon research of the year.

The judges will be looking for research which has widespread relevance and is conducted to the highest research standard. The research must be:

- groundbreaking
- offering direct patient benefits
- of general applicability now and in the future to make a real difference.

Carer of the year

Nominations are invited for the Pink Ribbon carer of the year.

Nominations must relate to professional carers, including nurses, physiotherapists, counsellors or support workers, who have provided strength, inspiration and support to the cancer patient and/or family during a highly stressful and emotional period.

Judges will be looking for inspiring personal stories of resourcefulness, courage and determination.

Campaign of the year

Nominations are invited for the Pink Ribbon campaign of the year.

This category can be applied to campaigns conceived, instigated and maintained by for example individuals, charitable organisations, journalists or media.

Judges will be looking for innovation and imaginative and creative use of original or adapted ideas.

Evidence of achievement in the setting of and meeting or exceeding monetary targets along with sustained public or media interest is welcomed.

Physician (doctor) of the year*

Nominations are invited for the Pink Ribbon doctor of the year.

The judges will be looking for candidates who have shown outstanding levels of patient care. In particular, they will want evidence of:

- outstanding clinical care
- a listening approach, with “time for patients” philosophy
- involvement in as many aspects of breast cancer cure and care as possible, including research.

Charity of the year

Nominations are invited for the Pink Ribbon charity of the year.

Judges will be looking at various factors including:

- the organisation’s accountability to stakeholders
- communication of aims to trustees, staff, volunteers, funders, beneficiaries, and the public
- innovation, sustainability, staff and volunteer development, enterprise and leadership.

Survivor of the year (presented by lead sponsor)

Nominations are invited for the Pink Ribbon survivor of the year.

Nominations should relate to those who have shown an inner strength and a determination to beat the disease during a highly stressful and emotional period. Judges will be looking for personal stories of resourcefulness, courage and inspiration to others.

A range of sponsorship opportunities is available. Network members, including our online database, can also nominate and vote in categories. For more information please email gd@pinkribbon.co or call Gerard Dugdill, publisher, Pink Ribbon, on +44 (0)7900 267988.

Nomination packs will follow in due course, with more details of the event, including how to buy tickets.

- * possible split of “physician” into oncologist, surgeon, radiologist
- * possible additional category – hospital of the year
- * IT related category (or blend into existing)
- * Complementary