

Cancerworld

Help make Race for the Cure® 2020 the biggest sporting event ever

Editorial Staff / 26 August 2020



2020 is a special year with unprecedented challenges. The pandemic has slowed down both prevention and treatment opportunities for cancer patients. This is why Think Pink Europe together with 36 charities takes the initiative to mobilise people from all over Europe to run and walk. To keep fit in safe conditions, while supporting women's health and get back some focus on breast cancer treatment.

The Race for the Cure® is a classic race where people gather to walk and run for breast cancer. Covid-19 made huge physical races all over Europe impossible this year. That is why Think Pink

Europe joined forces with 36 breast cancer organisations from 32 European countries to organise a digital Race during the last weekend of September. The target is to have at least 100.000 participants. Maybe much more. That would make it the biggest collective sporting event ever organised. People are invited to register their 3K walk or 5K run (or more) on www.raceforthecure.eu. Everybody can run or walk in their own neighbourhood, village or city. The platform is available in 24 languages and everybody is connected by personalised team pages.

When you participate, you are free to go wherever your feet take you, keeping in mind the corona guidelines that apply in your country or region. You can even run indoors on a treadmill or in the gym, as long as everyone joins in all over Europe during the last weekend of September. Even if you don't want to register to walk or run, you can help by making a free donation to support your favourite team that takes part in Race for the Cure®.

With the registrations and donations, you contribute to collecting funds for one of the 36 participating breast cancer charities in Europe and help raise awareness. With 500,000 new diagnoses and 130,000 people who die of breast cancer every year in Europe, these funds are of vital importance. Now more than ever.

During the last week of September, on the eve of October Breast Cancer Awareness Month, we will go live on social media, broadcasting Race for the Cure from several cities in Europe, making connections with local breast cancer organisations, hospitals, support groups and governmental organisations who actively work on one common objective: eradicate breast cancer.

The Think Pink Europe initiative to create the European network aims at improving and accelerating the exchange of information and best practices on health care and research. It focuses on reducing disparities to access health care and closing the health care gap between European countries. Breast cancer survival rates differ up to 30%, depending on where you live in Europe: this is unacceptable!

Race for the Cure® is the common flagship that puts women with breast cancer at the heart of the event. Even in times where social distancing is required, we feel the need to connect. We are delighted that the European School of Oncology is supporting this initiative all over Europe.

Race for the Cure campaign video:

Everybody can become a hero on www.raceforthecure.eu