



Booby Tuesday Launch

When? 31 October 2023



BOOBY TUESDAY

Booby Tuesday has been created to achieve the following:

- ✓ Breast Cancer does not just happen in October. By celebrating **“Booby Tuesday”** on the last Tuesday of every month will help create awareness of Early Detection of Breast Cancer all year round.
- ✓ Booby Tuesday will focus on fundraising initiatives which will contribute to keep our Mobile Mammography Trucks on the road to provide FREE cancer screening services to communities.
- ✓ A call out to individuals to donate previously loved bras for community outreaches as some people cannot afford bras.
- ✓ Education on self breast examination for women of all ages.



OCTOBER IS BREAST CANCER AWARENESS MONTH

Partner with **PinkDrive** in October and help us spread awareness around early detection and screening. “Choose a Day” to “Go Pink” and raise funds to provide access to FREE breast cancer screenings to disadvantaged women in South Africa.

- ❖ Go “**PINK**” for a day, a week, or the month of October to raise awareness and funds for the early detection of breast cancer.
- ❖ Do some Cause Related Marketing and give a percentage of your sales in October to **PinkDrive** - drive your sales through our social media.
- ❖ Purchase our **PinkDrive** merchandise for your staff - [Ribbon On Card PinkDrive | PinkDrive](#)
- ❖ Allocate your Corporate Social Investment budget to breast cancer awareness and free mammograms for disadvantaged communities and receive a Section 18A or BBBEE points.
- ❖ Book one of our nurses to come to your offices to provide clinical breast examinations and education to your staff in October

CORPORATE CHALLENGE

- We call on all listeners to dig deep in their pockets and contribute toward a new 3D Mammography Unit to provide FREE Cancer Screening to under resourced communities.
- For every R50 000 contributed by a corporate, we will send our Mobile Screening Unit to their Staff or to Community in need.
- A community contribution will receive a Section 18A and staff services will receive a Socio-Economic Development Certificate toward BBEE points.



MORE INFORMATION

WWW.PINKDRIVE.ORG



PINKDRIVE VISION & MISSION

Our Vision

To be the leading non-governmental organisation dedicated to creating and promoting awareness about cancer in South Africa, and potentially beyond.

Our Mission

To promote awareness and early detection of, and screening for gender-related cancers in the general population of South Africa, using the message “Early detection will help to prolong life.”



ABOUT PINKDRIVE



- In 2009 with pioneering technology, PinkDrive launched the **first Mobile Mammography Unit** and supporting **Mobile Health Unit** in Sub-Saharan Africa. We now have one of the only fully mobile **3D mammography units** in Africa.
- PinkDrive's fundamental purpose is to contribute meaningfully toward preventing as many people as possible succumbing to breast, cervical, prostate and testicular cancer.
- We provide mammograms, clinical breast examination, pap smear services, PSA Screening and Testicular Education.
- As a **Non-governmental Organisation**, PinkDrive receives no government funding and therefore **relies solely** on donations, sponsorships, and funds gained from partnering with Corporate South Africa bring our services to communities.
- Our primary beneficiaries are the indigent and medically uninsured women and men of South Africa, living in rural, township, and semi-urban areas.

COMMUNITY HEALTH SERVICES



Mobile Mammography Unit (20 - 25 mammograms per day) WOMEN OVER THE AGE OF 40
Full report supplied.



Mobile Education Unit (80-150 ladies)
Includes educational talk and clinical breast examinations.



Pap Smears (25 women)
Full report supplied.



More Balls Than Most (1-60 men) MEN OVER THE AGE OF 40
Includes educational talk on prostate and testicular cancer and PSA (finger prick) testing.

State of the Art Mammography

The Selenia Dimensions 3D Mammography brings cutting edge technology to the basket of gender related cancer screening and education services.

3D mammography, also called a breast tomosynthesis, is an advanced form of mammography that produces three-dimensional images of the breast tissue. This allows the radiologist to look through the breast tissue layer by layer, making it easier to spot small abnormalities that may be hidden in a traditional 2D mammogram.

Overall, 3D mammography has been shown to be more accurate in detecting breast cancer, especially in women with dense breast tissue. It also reduces the need for follow-up tests and reduces the number of false positives.

PinkDrive also offers 2D mammography which is a traditional imaging technology that generates two-dimensional images of the breast tissue. It relies on X-ray technology to produce images that are used to detect signs of breast cancer.



PINKDRIVE'S FUTURE VISION



Increase the number of units to increase accessibility to all provinces



Accessibility will result in increased “early detection”



Increase the services offered by the unit to include more general maternal and child health education



Partner with local academic institutions to evaluate and monitor data



Build stronger Partnerships with Government (national and local)

Thank You

Business Development Officer
SHARON THOMSON
sharon@pinkdrive.org
+27 (0) 83 489 6006

CEO & Founder
NOELENE KOTSCHAN
noelene@pinkdrive.org
+27 (0) 83 460 6146