

Major Think Before You Pink® campaign accomplishments

2002: Who's Really Cleaning Up?



ACTION BCAction formally launches the Think Before You Pink® campaign and develops www.thinkbeforeyoupink.org, highlighting critical questions that consumers should ask about pink ribbon products; we take out a ¾ page ad in the *New York Times* and hold the first annual "Parade of Pink."

SUCCESSES Eureka and American Express stopped cause marketing.

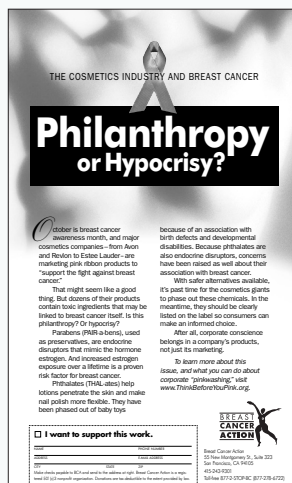
2004: Beyond the Pink Ribbon and Answers Wanted Campaign

ACTION Puzzle Project demands from researchers a coordinated, adequately funded approach to understanding breast cancer research, with the goals of understanding the causes, the reasons for different incidence and mortality rates among different racial and ethnic groups, and discovering effective, less toxic treatments.

SUCCESSES First meeting of breast cancer research funders to discuss how to pool resources.



2003: Cosmetics—Philanthropy or Hypocrisy?



ACTION BCAction coins the term "pinkwasher;" we focus on cosmetics companies that raise money in the name of breast cancer, but manufacture body care products with known carcinogens or reproductive toxins; we take out a ¾ page ad in the *New York Times* challenging Avon's pinkwashing practices.

SUCCESSES Initiated California Safe Cosmetics Bill that is passed in 2005; identified parabens and phthalates as a source of concern.

2005–2006: Before You Buy

ACTION BCAction goes back to the basics of the problems of cause marketing, launching an online flash file urging people to ask critical questions about pink ribbon products.

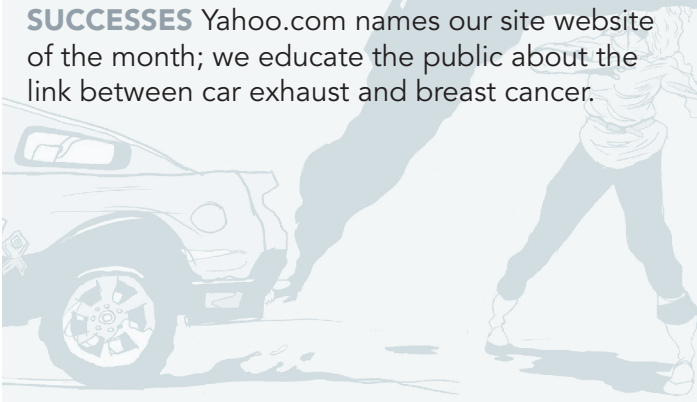
SUCCESSES Cause marketing beneficiaries adopt BCAction's questions; BCAction receives thousands of e-mails asking for Think Before You Pink critical questions; our website gets 77,065 hits.



2007: Clean Cars

ACTION BCAction mobilizes the public around car manufacturers who sell cars to raise money for breast cancer, while the cars themselves produce air pollutants linked to breast cancer: we demand they stop pinkwashing and make cleaner vehicles!

SUCCESSIONS Yahoo.com names our site website of the month; we educate the public about the link between car exhaust and breast cancer.



2008: Yoplait: Put a Lid on It

ACTION BCAction focuses on Yoplait's pink-lidded yogurt, sold to raise money for breast cancer, but made with dairy stimulated with the hormone rBGH. Thousands of letters are sent to General Mills from BCAction supporters to demand they remove rBGH from their dairy products.

SUCCESSIONS General Mills and Dannon who make 2/3 America's dairy products now manufacture rBGH free products; BCAction is awarded first place at the 2009 BENNY Awards for an outstanding corporate campaign victory.



2009: Milking Cancer Launch/ Thanks for the Cancer

ACTION 4,000+ letters were sent to Eli Lilly plus postcards; we launch a video on YouTube

SUCCESSIONS We received no response from Eli Lilly!

**Milking
CANCER**

2010: Milking Cancer/Be the Billboard

ACTION Petition to Eli Lilly; make your facebook photo a billboard

SUCCESSIONS 6,732 signatures collected to petition Eli Lilly to stop making rBGH; our message is deemed "too political" by billboard companies so advertising space is denied us which solicits a huge amount of national press coverage

2010: What the Cluck?!

ACTION BCAction launches a letter writing campaign to call out the health hypocrisy of "Buckets for the Cure," a partnership between KFC and Susan G. Komen for the Cure.

SUCCESSIONS Nearly 5,500 letters are sent to Komen, and BCAction receives tremendous media attention surrounding the campaign, including from the Colbert Report.



2011: Raise a Stink!

ACTION BCAction launches a letter writing campaign to Susan G. Komen to demand they recall Promise Me perfume and adopt the highest precautionary standards to protect women's health by signing the Pledge to Prevent Pinkwashing.

SUCCESSIONS Pending

