

Breast Cancer Awareness Month

October 2013

The Color Pink & The Pink Ribbon

With the founding of The Breast Cancer Research Foundation in 1993, the pink ribbon, which had previously been used to symbolize breast cancer, was chosen as the symbol for breast cancer awareness.

The color pink itself, at times, has been used to striking effect in raising breast cancer awareness. Many famous buildings and landmarks across the globe have been illuminated in pink light during this event; Sydney's Harbour Bridge, Japan's Tokyo Tower and Canada's Niagara Falls to name a few.

Source: <http://www.whathealth.com/awareness/event/breastcancerawarenessmonth.html>



AMSTERDAM, THE NETHERLANDS - The concert building Concertgebouw

For more famous buildings and landmarks in pink visit: <http://news.yahoo.com/photos/the-power-of-pink-a-look-back-at-striking-global-tributes-for-breast-cancer-awareness-1380644098-slideshow/the-power-of-pink-a-look-back-at-global-tributes-for-beast-cancer-awareness-photo-1380573549161.html>