



**PINK
DUCKS
ON TOUR**

think  **pink**
europe

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**PINK
DUCK
RACE**

Thousands of Pink Ducks racing in a flowing river!

ORGANIZE YOUR OWN CHARITY RACE



PINK DUCKS ON TOUR

1 GOAL

To fight against breast cancer
and to raise awareness.

2 CONCEPTS



PINK
DUCK
FIESTA

LOCAL concept



PINK
DUCK
RACE

NATIONAL concept

YOUR SUPPORT IS VITAL



WE NEED PARTNERSHIPS TO REACH OUR GOALS

Supporting a charity can increase engagement
between you, your customers, and your employees.
It can also help expand your investor and partner network.

Charitable giving helps improve brand image
and gets people positively talking about you.





**PINK
DUCK
RACE**

CONCEPT

Pink Duck Race is a national charity concept that helps us to continue our campaigns to fight breast cancer, create awareness, and improve the lives of patients and their families.

Adopt Pink Ducks online for 5 euros at pinkduckrace.com, support Think Pink Europe and the fight against breast cancer.

The owner of the first Pink Duck to cross the finish line wins an exclusive Golden Duck set with diamonds (value 5.000 euros).

HOW DOES IT WORK?

After adopting the Pink Ducks online (or buying a voucher), you will receive a unique number by email.

This is your ticket for the race.



All races can be attended live or followed on our social media channels.

[#pinkduckrace](#) [#pinkducksontour](#)

After the race, not a single duck will be left behind and will be reused for the next Pink Duck Race.

That's a promise to you, our planet, and the ducks.





**PINK
DUCK
RACE**

INFO

- NATIONAL concept
- For example "Pink Duck Race Slovenia presented by..."
 - Raising awareness about breast cancer
- Ideal for city marketing and corporate social responsibility
 - Sustainable marketing concept
 - Personalized social media campaign
- Increase brand and cause awareness by getting influencers to support the Pink Duck Race - influencers allow you to access people who are already listening
- Pink Ducks will play the role of promoters of the charity event (with their voice and characters) in its adventures presented through storytelling. They will visit hotels, gyms, and companies and tell engaging stories about the people who are their partners in the fight against breast cancer
- Cooperation between the city, business partners, media, local charity organizations, and Think Pink Europe
- The time needed for promotion and organizing: 6 months

**ORGANIZE YOUR OWN
PINK DUCK RACE
AND HELP US FIGHT
BREAST CANCER**



thinkpink
europe



Did you know that
1 in 8 women
will be diagnosed with
breast cancer in her life?

This means that every year, in Europe, 500.000 people will get breast cancer and 125.000 will sadly pass away.

Breast cancer campaigns all over Europe are working hard to raise awareness about the disease.

Recognizing possible warning signs of breast cancer and taking prompt action leads to early diagnosis and saves lives.

Your actions have the power to show every woman that her life matters. Your support helps us to continue our campaigns to fight breast cancer.



**WE NEED PARTNERSHIPS
TO REACH OUR GOALS**

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