About Pinktober

Founded in October 1985 by the American Cancer Society, Breast Cancer Awareness month affectionately known as Pinktober has become the season dedicated to recognising and raising awareness of the effects of breast cancer on families, communities and the wider society. What was once a one-week campaign has blossomed into a month-long movement which has saved the lives of millions across the globe.

From the global scale to the regional scale, breast cancer is acknowledged as one of the most common cancers affecting women, but this is not a female disease alone. Although fewer in number, men too have experienced the ravaging effects of this non-communicable disease. However, there is always hope, the hope of early detection.



Pinktober has become the driving force in the awareness efforts, sensitizing the public to the importance of screening for early detection which can mean the difference between life and death. Millions have survived due in no small part to the awareness campaigns and education shared each October.

Pinktober with Sagicor

As we continue to support the efforts of the worldwide fight of breast cancer, Sagicor wishes to continue engaging the region through our Pinktober campaigns. Geared to advocate for early screening and financial support for societies and associations with the goal of assisting persons diagnosed with breast cancer, Sagicor pushes the message "Join the Fight".

You can get your mammograms done, conduct breast self-exams, support a loved one or friend or join in a fundraising activity instead of asking the community to do their part in providing support for our breast cancer awareness campaign. Remove this: One of the activations implemented was a partnership with regional gyms which conduct boxercise classes. Promotions and Sagicor branded Pinktober shirts were made available that we would encourage persons engage the classes and purchase shirts where the proceeds would be provided to the local cancer society.

2022:

Early detection is still the main line of defence in the fight against breast cancer. For our 2022 Pinktober campaign we ask the question “Are You Seeing The Signs?” This theme, reflected in our campaign artwork and T-shirts, highlighted the importance breast cancer screening because sometimes the signs are not always obvious. Don't wait. The best protection is early detection.

2021

For 2021 Sagicor took the fight against breast cancer one step further, moving from awareness to action with our new theme #CheckYoursOut. This campaign addressed the biggest challenge for Caribbean women in the fight against breast cancer; not being able to afford proper screenings. Sagicor stepped up and made this a major focus of the #CheckYoursOut campaign.

2020

In 2020 despite the challenges of the COVID-19 pandemic, the theme for the campaign reminded everyone that "Together We Can Make a Difference". This campaign reminded everyone of the importance of working together to an impact to those dealing with the challenges of breast cancer.