Pink Ladies
Cancer Charity

Pink LADIES
WOMANS CANCER SUPPORT GROUP

Pink PANTHERS
MENS CANCER SUPPORT GROUP

THE PROJECT

The Pink Ladies were established in May 2005, the PLCSG is a community based unique cancer support services model offering vital assistance and advocacy to those who are living with cancer, along with their families and carers. The organisation started with one aim; helping women locally diagnosed with breast cancer. As acknowledgment grew, the Pink Ladies were able to cover more areas of cancer related issues and help not only women, but men too.

The Pink Ladies required a new visual identity and a website that provided accessible information.

pink-ladies.co.uk

THE TEAM

The team is Cory McShane, Jacque Ball and Eoin Stewart with the Project Manager; Claire Mulrone and Creative Director Adrian Hickey.

TO THE FUTURE

Moving forward, The Pink Ladies have:

- A new visual identity
- A website
- A promotional video
- A colouring book

CARER SUPPORT GROUP

HUGS

AWARENESS - DETECTION - PREVENTION

Pink

EDUCATION