

The concept of using a ribbon to raise breast cancer awareness came from the yellow ribbon that was used by Penney Laingen in 1979, wife of a hostage who'd been taken in Iran. She tied yellow ribbons around the trees in her front yard to signify her longing to see her husband home again. Right then the ribbon became a message... a way. In the 80's, AIDS activists used red ribbons to raise awareness "because it's the color of passion" and sent it onto the national stage during the Tony Awards, pinned to the chest of actor Jeremy Irons. All this assisted in the creation of the breast cancer ribbon. It was first designed in the early 1990's by Charlotte Haley, a breast cancer survivor who created a peach colored ribbon along with a card that said, "The National Cancer Institute annual budget is USD 1.8 billion; only 5% goes for cancer prevention. Help us wake up our legislators and Americans by wearing this ribbon."



Pink Enamel and Sterling Silver Breast Cancer Ribbon Pendant USD 25.00. 10% of select jewelry items to Carolyn Pollack's cause of walking for the Susan G. Komen foundation, at [relios.com](http://relios.com).



Fragments pink opal and pearl Touchstone necklace, USD 125. 20% of proceeds benefiting The Breast Cancer Research Foundation, at [fragments.com](http://fragments.com).



Caserta Italia Ischia Python, USD 265.

Estée Lauder Jeweled Pink Ribbon Pin, USD 12.50.



Salvatore Ferragamo leather and silver bracelet, USD 160. 15% of proceeds benefiting the American-Italian Cancer Foundation, at [ferragamo.com](http://ferragamo.com).



Cartier Roadster watches with interchangeable straps, USD 3,900 each. USD 200 from the sale benefiting The Breast Cancer Research Foundation, at [tourneau.com](http://tourneau.com).



In 1992, Alexandra Penney the Editor-in-Chief of *Self* magazine was in charge of designing the Breast Cancer Awareness month issue and looking for something to promote consciousness of the disease. But when Penney contacted Haley to cooperate, Haley didn't want to be part of it, saying they were too commercial; so Penney chose the color pink for the ribbon. Evelyn Lauder, a Senior Corporate Vice President at Estée Lauder, and a breast cancer survivor herself promised Penny she'd put the ribbon on cosmetic counters all over the country and be part of her campaign. That same year, Estée Lauder distributed 1.5 million pink breast cancer ribbons. People instantly started noticing breast cancer statistics and the importance of research and funding. The following year, Estée Lauder created a heart-shaped compact with a pink ribbon design that sold in massive amounts.

Between the years 1991 and 1996, funding for breast cancer research jumped to a shocking USD 550 million. According to the American Cancer Society, the percentage of women getting annual mammograms and clinical breast exams more than doubled over the last decade.

Today, Avon has raised USD 25 million purely from retail, and is today's largest private funder of nonprofit breast cancer programs. You can find a variety of products that aid in supporting breast cancer research: nightshirts, teddy bears, brooches, pens...the sky is the limit with pink ribbons. **U**



Swarovski Pink Hope Brooch, USD 85. USD 20,000 of proceeds benefiting The Libby Ross Foundation's Yoga Program for Survivors of Breast Cancer, at [swarovski.com](http://swarovski.com).



Samuel Aaron special moissanite ribbon pendant, USD 829. The special moissanite ribbon pendant created by jewelry manufacturer Samuel Aaron International which is normally priced at USD 829 goes for USD 300.



Coach multi-charm key fob, USD 58. 20% of proceeds benefiting The Breast Cancer Research Foundation, at [coach.com](http://coach.com).