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OUR PHILANTHROPY

NFL

Pink Out

Think Pink

Yoplait

Susan G. Komen for the Cure - Race for the Cure

Breast Cancer Awareness Month

Breast Cancer Awareness Partnerships

Breast Cancer Research Advocates

Breast Cancer Awareness Links

Local Philanthropy and Service

Take Charge. Think Pink.

Think Pink

In February 2004, the ZTA Foundation announced that Think Pink® had become a registered trademark of ZTA with the United States Patent and Trademark Office. Since then, this term has become the umbrella theme for all of our breast cancer education and awareness projects.

Since 1992, ZTA members have distributed:

9.9 million BSE shower cards

11.1 million BSE reminder stickers

10 million pink ribbons

Typically during the month of October, chapters distribute Think Pink® ribbons, breast self-examination (BSE) calendar stickers and Shower cards. However, many chapters promote Think Pink® throughout the year.

Since 1992 Zetas have distributed 9.9 million **shower cards** with instructions of the proper method for breast self-examination (BSE). This has spread the message of early detection in campuses across the country as well as into communities both here and abroad.

In 2000, ZTA members began to distribute the **BSE Calendar Reminder Stickers** as an added tool for

promoting regular breast self-examination. Since then, more than 11.1 million BSE calendar reminder stickers have been distributed.

New hot pink **Think Pink® ribbons** were added to the breast cancer education and awareness promotions in 1997. Since that time, 10 million have been distributed. The ribbons are attached to information cards conveying the message of early detection as the key to survival and a greater quality of life. People wear the ribbons to show awareness of and support for those surviving breast cancer and to remember those who lost the fight against this disease.

In addition to the breast cancer awareness campaigns mentioned above, the Foundation has developed display items, banners, education brochures and volunteer T-shirts. These are available through International Office.

