



BRAND FAQs

When did Y-ME National Breast Cancer Organization® change its name to Breast Cancer Network of Strength™?

Y-ME National Breast Cancer Organization officially changed its name on May 11, 2008, Mother's Day. This date was specifically selected to coincide with Chicago's Race to Empower and Walk to Empower events that were held on this date in 14 cities across the country.

Why did Y-ME National Breast Cancer Organization change its name?

Y-ME decided to change its name for two primary reasons. First, in 1978 when the organization was founded, breast cancer was not publicly discussed. It was common for people to ask "why me?" when they received a breast cancer diagnosis. Today, the issue of breast cancer is commonly covered in the media and is a subject that people talk about openly. Many people want to take action in their health care and the name Breast Cancer Network of Strength reflects this growing dynamic. Secondly, the mission of the organization was not effectively communicated through the old name. Breast Cancer Network of Strength better communicates the peer support, information and empowerment components of the mission.

What does the name and logo stand for?

The new logo quickly communicates breast cancer by using a stylized pink ribbon. The four figures are each a different color to visually express that breast cancer does not discriminate and that Breast Cancer Network of Strength is here for anyone touched by breast cancer – men and women; families and friends; and people of all backgrounds. The figures connect with each other to demonstrate support through a network. The name Breast Cancer Network of Strength conveys a primary benefit of the organization's mission – strength – through information, empowerment and peer support.

What are the key components of the new brand identity?

Aside from the new logo and the visual assets that can be leveraged from it, our new brand utilizes colors that are strong, vibrant and contemporary to represent the growth and energy of this organization over the last 30 years.

Breast Cancer Network of Strength provides immediate emotional relief to anyone touched by breast cancer or faced with a challenging breast health situation. The new brand identity utilizes images of people who have experienced this relief. The tagline, "Feel the network of strength" ties the emotional relief benefit directly to the new name of the organization.

How do you think the new name and brand will impact the way the public views the organization?

For many years we have heard from our constituents that our name and image needed to be updated to reflect the evolving breast cancer environment. We believe our new name will distinguish us as a network that helps people affected by breast cancer through challenging moments, whenever they may occur. Because our new name and brand identity are more inclusive and positive, we believe that even more people will *Feel the network of strength*.

Does the new brand change the mission?

No, our mission remains the same – to ensure through information, empowerment and peer support that no one faces breast cancer alone. We are here today for those who can't wait for tomorrow's cure.

What is the cornerstone of the organization?

The cornerstone of the organization is peer support. The organization was founded 30 years ago by Mimi Kaplan and Ann Marcou. These women found themselves dealing with a breast cancer diagnosis during a time when no one talked about the disease. They quickly realized the rewards of helping others who had a diagnosis and began support groups and a hotline. Today, 30 years later, these services are just as important and delivered by breast cancer survivors who know first-hand what it is like to walk in the shoes of someone who is facing the disease.

Being able to connect with someone who knows what it is like to receive a diagnosis is empowering and reassuring. As a way to strengthen the identity of our peer support services, we are branding our peer support programs as “YourShoes™”. YourShoes services include a 24/7 breast cancer support center. All calls are answered by trained and certified peer counselors who are all breast cancer survivors. Calls can be handled in more than 150 languages through real time interpretation services. Other services include peer support via our web site at www.networkofstrength.org. Here questions and concerns can be e-mailed directly to a YourShoes peer counselor.

What other programs do you have?

Breast Cancer Network of Strength has many programs designed to provide knowledge and empowerment to anyone faced with breast cancer. In addition to the peer support programs described previously, we offer a variety of support group programs through our local affiliates. These meetings are facilitated by breast cancer survivors. We provide a number of publications including our quarterly newsletters, *Lifeline* and *Latina News*. Breast Cancer Network of Strength also offers programs in underserved communities that provide clinical breast exams and follow-up care and support if needed. For more information on our programs, please visit www.networkofstrength.org.