



AMIC AND BREAST CANCER NETWORK AUSTRALIA (BCNA) have joined forces to create the **PINK BUTCHER** program, a community based initiative that will assist the Independent Local Butcher Network in giving back to the community in which they serve.

All butchers across Australia are invited to pink up their shops for the month of October to raise awareness and funds for Breast Cancer Network Australia (BCNA).

It all started when Rodney Sims, a butcher in South Australia, put the idea to AMIC. It was further supported by Sam DiCicco (BCNA Community Liaison) at Seaford Gourmet Meats in South Australia who turned her shop pink in October 2015. This then inspired other butchers to follow the example and The Pink Butcher was founded.

Every day, 48 Australians will hear the words “You have breast cancer.”

With your help, BCNA works to ensure that Australians affected by breast cancer receive the very best support, information, treatment and care appropriate to their individual needs.

To join The Pink Butcher campaign, complete the registration form and once we receive it we will send you a pink starter pack to help you on your way.

For any enquiries please contact Marita O'Keefe on **1800 500 258** or by email thepinkbutcher@bcna.org.au

[Register Here](#)

The **PINK BUTCHER** campaign is an opportunity for you to connect with your customers and consumers and make a difference via your business operations. In 2016, AMIC Members in South Australia started looking at this idea and over 100 stores participated in many activities. Only your imagination can stop you in delivering the **PINK BUTCHER** program. What you create and how you bring the concept to life will assist our communities in which we operate in.