

# PTSG Turns Pink As Team Smashes Fundraising Target

4 months ago



While pink isn't one of its usual brand colours, Team [PTSG](#) has just proved how good it looks in it...and all for an incredible cause.

October marks Breast Cancer Awareness Month, and last week, colleagues across the Group joined thousands of amazing people nationwide for Breast Cancer Now's Wear It Pink Day – one of the UK's biggest fundraising events, held annually to support life-saving research and support services.

With around 55,000 people diagnosed with breast cancer every year in the UK – that's over 150 new cases every single day – and around 11,500 women and 90 men losing their lives to the disease annually, the importance of awareness, research and early detection has never been greater.



### Pink Hard Hats and All

While the official national Wear It Pink Day is today (Friday 24 October), Team PTSG went early, donning pink on Tuesday 21 October to capture as many colleagues as possible – including its leadership team, who proudly wore pink t-shirts during a series of management meetings.

Across its 50 sites, the pink spirit was impossible to miss. At the Castleford HQ, more than 60 colleagues squeezed together for what may be the pinkest group photo in PTSG history – complete with pink ties, dresses, wigs and even pink hard hats (safety first, even on pink day!).

In Leeds, the Neo team raised over £300 through raffles and a bake sale, while the Trinity Exeter office turned out head-to-toe in pink. The festivities spread far and wide – reaching our Flame Control team in the Netherlands and even the System Hygienics office dog, joined in the fun!

### Top 1% Nationwide

Thanks to the incredible enthusiasm and generosity of colleagues across the Group, we've raised more than £1,700 for Breast Cancer Now – placing PTSG in the top 1% of supporters nationwide.

PTSG CEO, Greg Ward, said: "I was genuinely overwhelmed by the response from everyone across the business. To see so many colleagues not just wearing pink but really embracing the spirit of the campaign – organising raffles, bake sales and coming together for those fantastic group photos – it's what makes me proud to be part of Team PTSG. Reaching the top 1% nationally is an incredible achievement, and every single person who got involved should be proud."

"It makes me excited to see what we can achieve next month when we attempt to 'walk to the moon' to raise money for Children In Need."

### Coming Together with Colour, Compassion and Unity

To everyone who dug deep, wore pink, baked cakes and shared photos...thank you. Every contribution



helps Breast Cancer Now continue its vital work to fund research, drive early detection and provide support services for those affected by breast cancer.

This campaign is another shining example of what Team PTSG does best - coming together with colour, compassion and unity for something that truly matters.

View PTSG's full gallery of images [here](#). To make a donation, please visit [PTSG's JustGiving page](#).