



**Jürgen Vanpraet** is the Managing Director of Think Pink Europe, the umbrella organisation that unites breast cancer charities in almost every European country. Think Pink Europe wants to focus on closing the gap in women's health care, more specific breast cancer. By sharing best practices, innovation and training. But also by organising events like Race for the Cure, that went digital this year in 35 countries.

"Empowerment of breast cancer organisations means that the treatment of women for breast cancer is improving. They give a voice to the thousands of women who have to face this. The differences in survival rate between regions and countries in Europe is just too big. And that is unacceptable. Where you live and where you are treated for breast cancer in Europe should not make such a huge difference. That's why the focus of Think Pink Europe is to close the gap in health care".

*Jürgen Vanpraet (50) has a marketing and economic background and has been working for 12 years already in the field of breast cancer. As a fundraiser for research, but also responsible for communication and marketing. He has worked for the Regional and National Government in Belgium and is, since April 2020 fulltime dedicated to Think Pink Europe. He lives in Ostend, Belgium and loves sports, birdwatching and his family.*

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