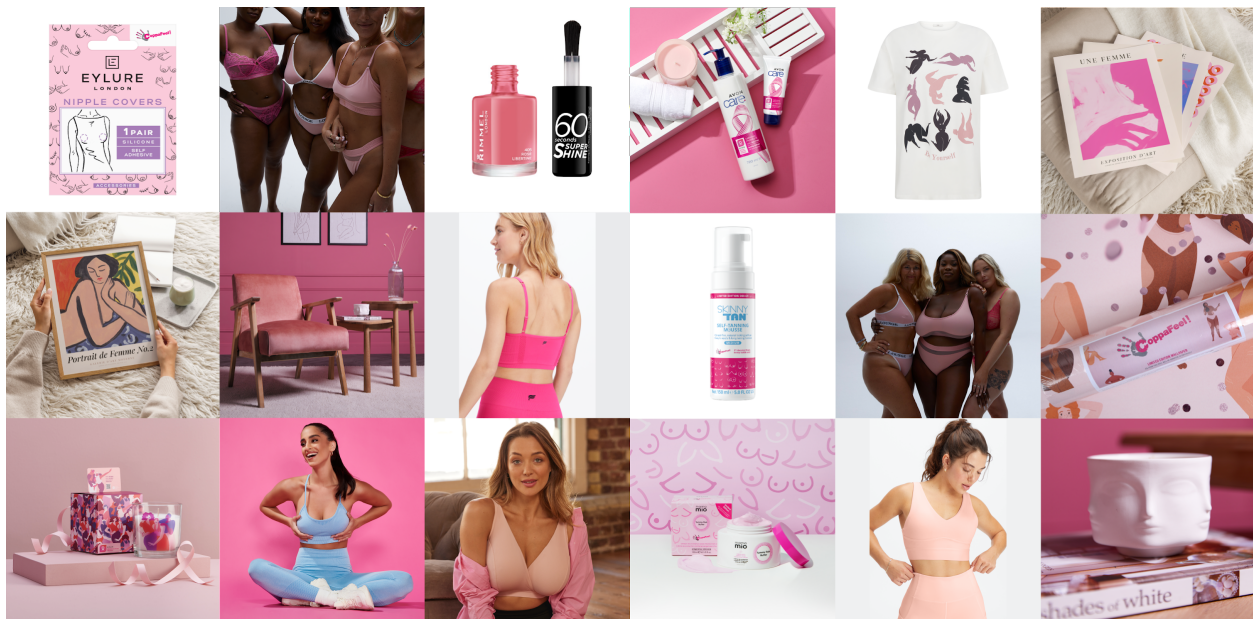




This Breast Cancer Awareness Month, well-known brands are supporting CoppaFeel! in raising awareness amongst young people

1st October 2022 - Breast cancer awareness charity, CoppaFeel! is thrilled to announce the corporate partners supporting them this October for Breast Cancer Awareness Month (BCAM), to help in spreading the word about their important message and raise vital funds to help the charity continue their life saving work.



CoppaFeel!'s mission is to educate, encourage and empower young people to get to know their bodies. By doing so, they help to ensure breast cancers are diagnosed early and correctly, giving people the best chance of survival. To do this, the charity must drive greater awareness of the risks of breast cancer in young people, to give them the tools needed to check their chests, and understand the signs and symptoms to look out for.

Worryingly, CoppaFeel! has found that a quarter of young people aren't aware that breast cancer can affect them at a young age, despite it being the most common cancer in females aged 25-49. As well as being less likely to check regularly, this demographic is the most likely to delay seeing a GP and therefore, delay potentially life saving treatment should it be required.

Breast cancer should be spoken about year round, however never is it more important than in BCAM. Here are the charity's corporate partners offering CoppaFeel! incredible support, helping further the reach of its chest-checking message and raising crucial funds that enable the charity to continue with their life saving work.



Asda

Asda Tickled Pink, the award winning partnership between Asda, CoppaFeel! and Breast Cancer Now has launched its brand new Breast Cancer Awareness campaign 'The Real Self Checkout'. Whilst self checkouts in stores are getting increasingly popular, Asda Tickled Pink are championing the notion that the most important checkout is one you do on yourself. Additionally, real life charity supporters, 'The Real Self Checkers', who share their personal experiences of breast cancer, will be showcased in stores across the UK, encouraging Asda customers and colleagues to get involved and do their own 'real self-checkout' at home. Donations to Tickled Pink can be made through the self checkout machines in store, or by purchasing from the range of Tickled Pink products on sale. Shop the likes of Asda and George own products, or from a number of big name brands like Diet Coke, Pantene, and Rimmel. A percentage of these sales go to CoppaFeel! and Breast Cancer Now to continue our life saving work.

Avon

Our partnership with beauty giant Avon is now in its fifth year, and 2022 marks the 30th of Avon's Breast Cancer Promise. This year shoppers can purchase a brand NEW Breast Cancer Awareness Candle and Breast Cancer Awareness Mystery Beauty Box which both donate 100% of profits split equally between CoppaFeel! & Look Good Feel Better; a total estimated amount of £8.28 from the Mystery Beauty Box and £4.54 from the Breast Cancer Awareness Candle. Within the Avon Representative Brochure for October key hero products are also available with a £1 donation being split between both charities up to £30,000. Qualifying products: Power Stay 24 Hour Longwear Foundation SPF10, Avon True Ultra Satin Lipstick, Gel Shine Nail Enamel, Ultimate Gel Shine Natural Curing Top Coat, Anew Renewal Power Serum, Far Away Beyond Parfum – 50ml, Attraction For Him EDT – 75ml, Absolute Nourishment Argan and Coconut Treatment Oil – 100ml, Skin So Soft Original Dry Oil Spray – 150ml, Glimmerstick Eyeliner. Find out more about Avon's BCAM campaign, 'Normal For Me' and shop the products that give back at <https://avon.uk.com/collections/products-that-give-back> or with your local Avon Representative.

Bravissimo

Iconic british lingerie brand Bravissimo continue their support of CoppaFeel! how they know best; by continuing to celebrate and support women with D+ cups. This BCAM, Bravissimo will be raising vital awareness in their 25 shops nationwide and online, plus donating 10% of sales of the Nova Bra in Blush to CoppaFeel! throughout October. This supportive lounge bra is designed with ultimate comfort in mind - and is a great option for casual days lounging around the house, doing yoga, going for a walk or, yes, coppin' a feel. Whilst you're shopping, look out for eye-catching signage and CoppaFeel! materials in Bravissimo stores, so you can get to know your body no matter your purchase. Shop the Nova at <https://www.bravissimo.com/products/nova-bra-ln764/#blush-ln764bls>.



Desenio Group

Art print brand Desenio Group (made up of desenio.co.uk and posterstore.co.uk) are launching a new and exclusive collection of art prints for sale in October. They asked the artists in the Desenio Atelier to interpret what it means to be a woman, resulting in a perfect mix of art styles featuring typography prints, figurative paintings, and abstract pieces. Desenio Group will be donating 10% of the sale price to CoppaFeel! to support their mission to educate all young people to get to know their bodies and the signs and symptoms of breast cancer. Shop the full collection at www.desenio.co.uk from 11th October, and www.posterstore.co.uk from 3rd October.

Eylure

CoppaFeel! are being supported by beauty brand Eylure through the sales of two styles of nipple covers which will be available exclusively in Superdrug stores and online for six months. Featuring an eye-catching design with a range of chests in graphic style, you can opt for either 4 pairs of disposal or one pair of reusable silicone nipple covers, each sure to remind you to pay extra attention to your chest while applying and help you notice any changes chest that may not be normal for you. Eylure will be generously donating £12,000 from the sales of these nipple covers; you can shop them at Superdrug from 5th October.

Fabletics

Active global lifestyle brand Fabletics has been supporting CoppaFeel! all year round and this BCAM, will be curating an awareness collection in store and online to remind their community about the importance of chest checking. Fabletics will be donating £15,000 this BCAM (as part of a longer term commitment to raise £20,000) and showcasing their commitment to raising awareness by updating all seven Fabletics Europe websites and their London and Berlin stores with vital awareness messaging. They will be hosting a CoppaFeel! inspired instore train and shop event in London on October 16th, featuring a pilates class and talk from a CoppaFeel! Boobette along with lots of edible treats and a Fabletics outfit. Visit www.fabletics.co.uk or the Regent's Street store to find out more.

Graham & Brown

This October, British wallpaper brand Graham & Brown has created a limited edition wallpaper, 'Simply the Breast', in support of CoppaFeel!. With pastel drawings of women in lingerie, the abstract detailing is sure to add some beauty to any interior space, namely the bedroom, bathroom or dressing room. Not only does this wallpaper look fantastic, but it was also designed to encourage you to check yo'self - whilst wallpapering or relaxing in a room while it surrounds you! The wallpaper will be on sale until the end of 2022 and with £5 from each roll being donated to CoppaFeel!, Graham & Brown will be helping us to continue our life-saving work.



You can shop it at

<https://www.grahambrown.com/uk/simply-the-breast-wallpaper/119632-master.html>

Lounge

Lounge Underwear's Feel Your Breast campaign is now in its fourth year. This year, 65,000 of Lounge's bestselling pink sets, in four styles, will be on sale for £10 on lounge.com, with a £5 donation coming to a selection of 6 charities supporting breast cancer, including CoppaFeel!. Lounge have collaborated with CoppaFeel! to create a 'how to check your chest' video with friend of CoppaFeel!, Jackie Adedeji, and will be touring universities across the UK to raise awareness of the Feel Your Breast Campaign. Visit

<https://us.loungeunderwear.com/pages/feelyourbreast> to find out more, and make sure you're online at lounge.com on 3rd October, because those sets are sure to go fast!

Mama Mio

Pregnancy skincare brand Mama Mio have released a limited edition pink version of their award-winning Tummy Rub Butter, donating 20% of the sale price of each pot to CoppaFeel!. An omega-rich stretch mark protection cream, expertly formulated to nourish and soothe growing bumps, the Tummy Rub Butter is a best seller, and will be stocked on mamamio.com and will also be available in Boots, in selected stores and online. Breast cancer can affect anybody, and here at CoppaFeel! we know it's as important to check your chest during pregnancy as it is any other time. You can shop the Butter at

<https://www.mamamio.com/limited-edition-pink-tummy-rub-butter-120ml/13304105.html>

Olivia's

CoppaFeel! has partnered with luxury furniture brand Olivia's since last October, and are now working together on a year round partnership, committing to donate a minimum of £20,000 in 22/23. This October, the CoppaFeel! Collection of curated bestsellers is available to shop on olivias.com, with a £5 donation coming to CoppaFeel! from each purchase. You can dive deeper into the Boob Talk campaign at <https://olivias.com/pages/olivias-x-coppafeel> .

SHEIN

SHEIN UK have been helping us spread vital awareness to their huge audience of young people since October last year, and continue to support CoppaFeel! in this way during BCAM 2022. SHEIN have pledged to donate a further £24,000 to support our boob-checking cause for 22/23, beginning their support with a curated collection of activewear favourites, from which a 10% donation will be made to CoppaFeel! from every purchase. You can shop the collection at <https://www.shein.co.uk/campaign/coppafeel> .



Skinny Tan

Tanning brand Skinny Tan have been supporting CoppaFeel! since August 2021. Their exclusive LIMITED EDITION Self-Tan Mousse Booby Bottle has been restocked for October, with £1 from every bottle sold being donated to CoppaFeel!. You can also purchase the CoppaFeel! 'Breast of Friends' Bundle or the CoppaFeel! T*ts & Tanning Thursday Bundle which donates £2, or the Perfect Pair Bundle which donates £1.50. Members of the Skinny Tan community will be posting online showing how they check whilst tanning in video content across the month, including Skinny Tan ambassador Liberty Poole. You can find out about CoppaFeel!'s work with Skinny Tan and shop the products at <https://www.skinnytans.co.uk/pages/coppafeel> .

– ENDS –

About CoppaFeel!

As the UK's first and only breast cancer charity for young people, CoppaFeel! is on a mission to ensure that all breast cancers are diagnosed as early as possible. Breast cancer is the most common cancer in the UK and yet a quarter of young people aren't aware they could be affected. From delivering nearly 400 school talks to sending over one million free text reminders every year, the charity aims to educate, encourage and empower young people to get to know their bodies and check regularly. And it really works. Users of the charity's Self-Checkout web app are 78% more likely to check afterwards and 60% of those who check themselves regularly feel confident in noticing a change. Why not have a look (and feel) yourself? Visit coppafeel.org or check us out on Instagram and Twitter [@coppafeelpeople](https://twitter.com/coppafeelpeople).

Contact: Poppy Brady
Email: press@coppafeel.org