



## **CoppaFeel!'s Brand Breasties this Breast Cancer Awareness Month**

*CoppaFeel! are thrilled to announce their brand partnerships for this year's Breast Cancer Awareness Month.*

This year has been a tough year for most, particularly as a small charity in the midst of a pandemic. CoppaFeel!'s seen 90% of their programmes affected and has had a huge impact on fundraising with many events being cancelled.

CoppaFeel!'s mission is to ensure that all breast cancers are diagnosed early and correctly by educating everyone - guys, gals and non-binary pals - about their chests and encourage them to get anything abnormal checked out. Our brand partners offer us incredible support, helping further the reach of our chest-checking message and raise crucial funds that enable us to continue with our life saving mission.

We know that this matters, now more than ever, with a large number of people getting in touch with us during the last 6 months to tell us about their early diagnosis - all thanks to the work we do in getting people clued up on checking. You can read more about some of these incredible stories [here](#).

We are so excited to announce that the following brands will be supporting us this year for Breast Cancer Awareness Month.

We [announced earlier this](#) year that we had joined Breast Cancer Now as an [Asda Tickled Pink](#) partner. Asda Tickled Pink is committed to raising funds and breast check awareness via store fundraising, disruptive awareness campaigns, and products turning pink to support the campaign. This year's Tickled Pink collection will be available to buy in Asda stores across the UK and online throughout October, with a percentage from each product sold going to support the important work of Breast Cancer Now and CoppaFeel!. For further information please visit: [asda.com/tickled-pink](https://asda.com/tickled-pink)



[Avon](#) has supported CoppaFeel! for over 4 years and have made a huge impact on CoppaFeel!'s work raising vital funds and awareness of the importance of self-checking via its network of beauty entrepreneurs as part of its global Breast Cancer Promise. This Breast Cancer Awareness Month, Avon have a full brochure



dedicated to supporting CoppaFeel! and [Look Good Feel Better](#). Every item will include a donation back to the charities - to shop the collection, head to: <https://www.avon.uk.com/314/products-that-give-back>



Bouclème is an independent curl care brand, born out of an authentic love and respect for curls, created by one curly for others. Throughout October, Bouclème have committed to donating a minimum of £5,000 through the sale of their fabulous curl cream to CoppaFeel!. Meaning you can look after your curls, feel great in the know that you are helping the charity to spread their boob-loving message and have the tools and tips to help you have a good look and feel of your boobs too. Shop Curl Cream here:

<https://www.bouclème.co.uk/products/curl-cream>



Lounge Underwear will once again support CoppaFeel! with their #FeelYourBreast campaign. This year, Lounge will have 50,000 pink thongs available for a donation of your choice (minimum donation of £1) and will be spreading awareness throughout the month with stories and experiences of what Lounge call their 'Legends'. Head [here](#) to check out their #FeelYourBreast hub all month long, meet the lovely lounging Legends, and get to grips with all that the Lounge campaign stands for, whilst also getting to grips with those boobs too.



Missoma is all about a chain reaction: using their pieces and platform to create positive change, with an emphasis on supporting young people and boosting their confidence. For Breast Cancer Awareness Month this October, Missoma have teamed up with CoppaFeel! to launch a limited edition t-shirt alongside TV & radio presenter Vick Hope plus model and founder of Squish Charli Howard. Missoma pledges to donate a minimum of £5,000 from the sale of the tee to CoppaFeel! so grab yours today and remember to check your boobs while you're at it - head to <https://uk.missoma.com/products/coppafeel-t-shirt>



PrettyLittleThing are launching an exclusive 23-piece nightwear and lingerie capsule collection. PrettyLittleThing are striving to de-stigmatise, educate and spread nothing but body positivity. Whether you're loving what's underneath in underwear styles for the everyday, or kicking back in essential nightwear, we hope it reminds you to give your boobs some love. The PrettyLittleThing collection is available now at <https://www.prettylittlething.com/shop-by/coppafeel.html>



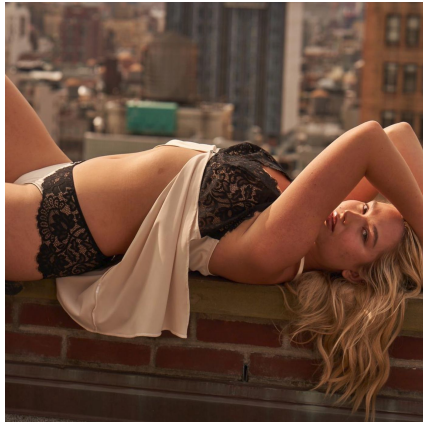
PopSockets have collaborated with CoppaFeel! this Breast Cancer Awareness Month as part of their [Poptivism](#) initiative to bring you a unique range of products, with 50% of the sale of each going towards funding the charity's life saving work. The centrepiece of the curated collection is an exclusive PopGrip design, featuring playful boob artwork. Shop the range here:

[https://www.popsockets.co.uk/breast-cancer-awareness?lang=en\\_GB](https://www.popsockets.co.uk/breast-cancer-awareness?lang=en_GB)



Simply Be and CoppaFeel! have collaborated to bring you Life Changing Lingerie, a lingerie collection that looks good, feels good and makes a real difference. £1 of every sale will be donated to CoppaFeel! and help in raising awareness and educating young people to check their boobs, and ultimately - save lives. And what's more, all the bras in the range come with a friendly reminder to check your boobs in the form of the charity's #BraHijack labels. Shop the New York Collection here:

<https://www.simplybe.co.uk/shop/s/?text=the+new+york+collection>



More images of the campaigns and collections can be accessed by emailing [harri@coppafeel.org](mailto:harri@coppafeel.org)

### **About CoppaFeel!**

CoppaFeel! aims to ensure that all breast cancers are diagnosed at the earliest stage possible by educating people on the signs and symptoms of breast cancer, encouraging them to check regularly and instilling the confidence to seek medical referral if they detect abnormalities. Currently 5% of diagnosed cases are already at stage IV with breast cancer being the second most commonly diagnosed cancer in women under 30 in the UK (181 new cases diagnosed and 12 deaths annually). CoppaFeel! is the third most recognized breast cancer charity amongst young people and those aware of CoppaFeel! are 58% more likely to check their boobs regularly than those not aware (CoppaFeel! research, sample based upon 18 – 29 year olds. December 2019 research). Due to the pandemic 90% of their programmes/projects have been affected, 40% of programmes/projects have been completely cancelled for 2020.

Find out more about CoppaFeel! at: [coppafeel.org](http://coppafeel.org)

Instagram and Twitter @coppafeelpeople

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