



This Breast Cancer Awareness Month well known brands are supporting CoppaFeel! in raising awareness of breast cancer amongst young people.

1st October 2023 - Breast cancer awareness charity, CoppaFeel!, are thrilled to announce the corporate partners supporting them this October for Breast Cancer Awareness Month (BCAM), to help spread the message about the importance of chest checking and raise vital funds to help the charity continue their life saving work.



CoppaFeel! is the UK's first and only youth focused breast cancer awareness charity, whose mission is to encourage, educate and empower young people between the ages of 18 - 35 on the signs and symptoms of breast cancer. Increasing awareness in young people helps to ensure early and accurate detection which allows for the best outcomes in treatment options and the chance of survival. To do this, the charity must drive awareness of the risks and relevance of breast cancer amongst young people, and give them the relevant tools to check their chests.



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, CoppaFeel!'s target demographic are 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 BCAM provides the opportunity to further spread the message and increase awareness.

Here are the charity's corporate partners helping CoppaFeel! further the reach of their chest checking message and raising crucial funds that enable the charity to continue with their life saving work:

Asda

Our multi award winning partnership, Asda Tickled Pink, brings together Asda, CoppaFeel! and Breast Cancer Now to put breast cancer awareness on everyone's list. This BCAM, we're back for the 2nd year with our campaign 'The Real Self Checkout' to champion the notion that the most important checkout is one you do on yourself. This year we're asking the public to 'look at breast cancer differently', combining lenticular printed photographs in stores with an amazing group of individuals who have shared their personal stories to show that breast cancer can affect anyone.

Donations to Tickled Pink can be made through the self checkout machines in store, or by purchasing from the fa-boob-ulous range of Tickled Pink products on sale in store and online. Shop the likes of Asda and George own products, or from a number of big name brands like Warbutons, Diet Coke, and Heinz Beanz, who have all turned their classic household favourites pink! A percentage of these sales go to CoppaFeel! and Breast Cancer Now to continue our life saving work. Find out more at asda.com/tickledpink.

Avon

Beauty giant Avon is in its sixth year in partnership with CoppaFeel!, and has achieved so much through their Breast Cancer Promise - such as hitting the £1 million mark in 2022. This Breast Cancer Awareness Month, Avon is asking everyone to Feel the Boob Love, promoting a self care checking routine that could save your life. Shoppers can purchase a Breast Cancer Awareness Candle, Mystery Beauty Box, Body Lotion, Hand Cream and Pin, which all donate 100% of profits to good causes. Of these profits, 70% is directly donated and split equally between CoppaFeel! and Look Good Feel Better. Within the Avon Representative Brochure for October, key hero products such as their iconic Power Stay Foundation, Skin So Soft Dry Oil Spray, Ultra Matt Lipstick, and more, are also available with a donation to CoppaFeel! up to the value of £15,000. Shop these products that give back, and find out more about Avon's Feel the Boob Love campaign at <https://avon.uk.com/collections/products-that-give-back> or with your local Avon Representative.

Boux Avenue

Following the incredible partnership launch in May, 2023 Boux Avenue will be continuing their



mission to support women from top to bottom this October, by focusing all their fundraising efforts towards CoppaFeel!. Look out for the Boux Avenue team; out on the streets, chatting to people about checking, online on their [The Avenue blog](#) educating their community and in store with fun-draising and awareness challenges across staff teams. Head into any Boux Avenue store across October to pick up information materials or to make an optional CoppaFeel! donation at checkout.

Bravissimo

Bosom buddies Bravissimo continue their support of CoppaFeel! with their 'Feeling Your Boobs' campaign; championing boob checking wherever is most comfortable to you. Bravissimo will be raising vital awareness with checking cards in their 25 shops nationwide and undertaking a staff fundraising challenge every week of BCAM, AND donating 10% of sales of their bestselling Millie Bra in Blush to CoppaFeel! throughout October. The muchloved Millie is both comfortable and beautiful with its scalloped edges and soft lace cups and is a great option for popping on before, during or after coppin' a feel. Shop the Millie in blush [here](#), and look out for giveaways and more on Bravissimo socials!

Dickies

Iconic lifestyle and workwear brand Dickies are turning their hands to Breast Cancer Awareness this October to spread CoppaFeel!'s lifesaving chest checking message across the globe. In addition to making an amazing donation, they've created a Breast Cancer Awareness collection, with redesigns of some of their most iconic styles with graphics that promote empowerment and show support for those living with, or close to, breast cancer.

Check out Dickies socials for awareness content, or head [here](#) or to the Carnaby Street store to shop the collection anytime after 3rd October.

Emma Bridgewater

Emma Bridgewater are proud to introduce a special edition, personalised, CoppaFeel! half pint mug this October, from which they are donating £5 to CoppaFeel! from every purchase.

Personalise with a cheeky pun, your name, or buy as a gift for your breast pal and raise funds and awareness through your cuppa! These fruity beauties are available for three months from October and we know they will be a firm favourite for your morning macha, afternoon brew and will provide a handy reminder to help get the nation cuppin-a-feel! Be the first to grab one [here](#)

Eylure

Eylure are continuing their support of CoppaFeel! in 2023 with a full range of chest accessories to suit different styles, shapes and skin shades. The nipple covers,, body tape roll and body tape strips will all be sold exclusively in Superdrug from 1st October until September 2024 and Eylure will be making a donation of £20,000 to support CoppaFeel!'s vital work. Look out for their fun, faboobulous and educational content across Breast Cancer Awareness month as well their beautiful products in stores and online, and shop the range [here](#).

HECK!

HECK! is raising the bra for October's Breast Cancer Awareness Month with its truly Bra-vellous



Chicken Italia Burgers. The specially designed, bright pink bra packs will be on sale between 1st and 31st October in Tesco, Amazon, Ocado, Waitrose and Booths or [online](#), and will be donating 25p from every pack sold directly to CoppaFeel!. The campaign aims to raise £10,000 for CoppaFeel! to help the charity continue its life saving, chest checking mission to educate, encourage and empower young people to get to know their normal.

Myvitamins

Health and Beauty champions Myvitamins are encouraging their customers to get checking their chests this October with their limited edition, boob shaped and watermelon flavoured Hair, Skin and Nails Gummies! With £1 per pot going to CoppaFeel!, they are raising vital funds and are keen for their product to serve as a handy reminder to be checking 'your melons' - as knowing your boobs can save your life. The Gummies contain zinc and biotin to contribute to the maintenance of normal hair and skin. As well as being packed with essential everyday vitamins and minerals, they are chewable and fruity flavoured too. Pick up your pot [here](#).

Peloton

In support of CoppaFeel! and their superstar instructor Leanne Hainsby, Peloton are pedalling into BCAM like never before! Kicking the BCAM party off with high energy, Peloton and Leanne will be hosting an exclusive event at Peloton Studios London on 5th October to spread vital breast checking messaging to their community and beyond! We're getting ready to don our sparkliest gym kits and get on our bikes for a boobie celebrating boogie like no other!

– ENDS –

* Statistics from Cancer Research UK, Breast Cancer Now and CoppaFeel!.

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](#).

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