

## CoppaFeel! team up with 10 inspiring illustrators this International Women's Day

To celebrate International Women's Day and their landmark 10th birthday, CoppaFeel! have teamed up with 10 of their favourite female illustrators to launch a T Shirt collection with Print Social.

The capsule collection was inspired by working with artists who were personally invested in creating a design that would not only reflect the tone of the charity, but also encourage body confidence and promote self awareness around checking. Illustrators include: Alicia Rihko, Amy Victoria Marsh, Alice Skinner, Eleanora Arosio, Claudia Chanhoi, Octavia Bromwell and Tink Outside the Box.



Every year, around 5,000 women under the age of 45 are diagnosed with breast cancer[1] and our research shows that only 30% of women aged 18-29 years old check their boobs monthly.[2] At CoppaFeel!, the mission is to educate young people on the signs and symptoms of breast cancer and empower body confidence by getting to know what is normal for you - which has been encapsulated beautifully in these designs. Our research shows that those aware of CoppaFeel! are 50% more likely to check monthly than those not aware.[3]

CoppaFeel! have had phenomenal support from their ambassador network in support of the campaign, with Fearne Cotton, Perrie Edwards, Gabby Dawn Allen, Rae Morris and Lily Pebbles part of the group sharing on their social channels.

Magda Kaggwa from Print Social said "Print Social is committed to empowering creators so we're always looking for talented artists and amazing causes to collaborate with. This project gave us the opportunity to do both whilst supporting a charity whose work we've been admiring from afar for ages! The CoppaFeel! team have been an absolute dream to work with and being able to build the campaign around International Women's Day was the icing on the cake.

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[1] Breast Cancer Care, research

[2] <https://coppafeel.org/your-boobs/why-check-your-boobs/>

[3] CoppaFeel! Bilendi research, December 2018 wave

Zoe Roll, Marketing & Brand Partnerships Manager at CoppaFeel! said “we are really proud to launch this collection as part of International Women’s Day. We’re always looking for new ways to promote our boob checking message and to empower young people to get to know their bodies. We hope that these T-Shirts will serve as a reminder to get coppin’ a feel and inspire people to feel empowered with body confidence, whilst also raising valuable funds to continue our mission!”

The artist will receive 50% of all profits raised from sales, with the remaining 50% going directly to CoppaFeel!. The collection will launch on 8th March via Third Rail and will be available to purchase on a pre-sale basis until 30th March. After this date, all T-Shirts will be printed and shipped out to customers meaning there is no wastage or excess stock.

### **Editor’s notes**

#### **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 50% more likely to check their boobs regularly than those not aware (CoppaFeel! research, sample based upon 18 – 29 year olds. Jan 2019 research)

Find out more about CoppaFeel! at:

[www.coppafeel.org](http://www.coppafeel.org)

Instagram and Twitter [@coppafeelpeople](https://www.instagram.com/coppafeelpeople)

#### **For more information:**

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