

Little Mix musician, Perrie Edwards, announced as new CoppaFeel! patron

Breast cancer awareness charity, CoppaFeel!, are proud to announce their brand new patron, Perrie Edwards, as part of their 10 year birthday celebrations.

Following CoppaFeel! Founder Kris Hallenga's feature in Little Mix's latest music video, 'Strip,' Perrie Edwards has agreed to join the team at CoppaFeel! as patron. With a social media following of nearly 9 million on Instagram, the charity are thrilled that they will be able to share their life saving message with even more young people as a result of the Little Mix star's support. The band rose to fame through X Factor in 2011 and have since cultivated an amazing community of fans who CoppaFeel! hope to reach with their life saving message. Most recently, Perrie was involved in CoppaFeel!'s latest campaign for International Women's Day - debuting a T Shirt designed by illustrator, Alice Skinner, which was created to raise funds to support the charity's mission.



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] CoppaFeel! are proud to add Perrie Edwards to the list of patrons which also includes Fearne Cotton, Greg James, Dermot O'Leary and Giovanna Fletcher - all dedicated to spreading awareness of the importance of boob & pec checking. Our research shows that those aware of CoppaFeel! are 50% more likely to check monthly than those not aware.[3]

CoppaFeel! is on a mission to educate the masses on boob/pec checking by educating on the signs and symptoms of breast cancer, encouraging regular self checking and empowering young people to see their GP if anything changes. The charity looks forward to spreading more awareness with Perrie's support - as it's proven that early detection of breast cancer saves lives.

[1] Breast Cancer Care, research

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

[3] CoppaFeel! Bilendi research, December 2018 wave



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

Instagram and Twitter @coppafeelpeople

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