

This International Women's Day, CoppaFeel! want to celebrate women and what Grabbing Life By The Boobs means to them

To celebrate International Women's Day, and following the success of last year's collection, CoppaFeel! have teamed up with Print Social to do it all again.



Born out of a desire to encourage boob checking and empower young women to take their health and future in their own hands, CoppaFeel!'s most recent campaign, [Grab Life By The Boobs](#) celebrates making the most of life and everything it throws your way.

With a goal to champion the incredible work of the charity's supporters, CoppaFeel! put out an open call with a brief to all female-identifying illustrators, graphic designers, art students and general creative types to share a design that advocates boob checking and what grabbing life by the boobs means to them. The collection includes five designs that are available to pre-order on T-Shirts or tote bags on Print Social, aiming to bring to light the talents of the artists as well as the message that life (and each boob/your wonderful body) is for grabbing on to.

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 them to take their health and future into their own hands - which has been encapsulated beautifully in these designs. Our research shows that those aware of CoppaFeel! are 51% more likely to check monthly than those not aware.[3]

Katie McAtackney 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."

Harri Lowndes, 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 and look after their health and future. We hope that these tees and tote bags will serve as a reminder to get coppin' a feel and inspire people to grab life by the boobs, 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 2nd March via Third Rail and will be available to purchase on a pre-sale basis until 31st March. After this date, all T-Shirts will be printed and shipped out to customers meaning there is no wastage or excess stock.

[1] Breast Cancer Care, research

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

[3] CoppaFeel! Bilendi research, December 2019 wave

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)

Find out more about CoppaFeel! at:

www.coppafeel.org

Instagram and Twitter @coppafeelpeople

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