



ASDA WELCOMES COPPAFEEL! AS NEW PARTNER OF THE TICKLED PINK CAMPAIGN

Asda has today announced that it will collaborate with breast cancer awareness charity, **CoppaFeel!** as the supermarket prepares to launch another year of its iconic **Tickled Pink** charity campaign.

The new partnership between **CoppaFeel!** and **Tickled Pink** will prioritise awareness of the importance of regular breast checking and knowing the signs and symptoms of breast cancer, and will champion **CoppaFeel!'s** message that whatever your age or gender, getting to know your body and chest could save your life.

Asda's Tickled Pink campaign is one of the longest UK charity partnerships, running for 24 years with existing charity partner Breast Cancer Now, the research and care charity. Breast Cancer Now funds world-class research and life-changing care, providing support for today and hope for the future for everyone affected by breast cancer

Anna-Maree Shaw, Asda Chief Customer Officer said "We are proud and excited to have CoppaFeel! join Tickled Pink as our second charity partner on the campaign. Our new partnership means, we can now focus on all areas of support for breast cancer from research and care to awareness and breast checking.

It's vital that we educate people on the importance of breast checking, knowing your body and the signs and symptoms of breast cancer - no matter what your age or gender. The amazing work that CoppaFeel! does will help to bolster the efforts of our iconic Tickled Pink campaign and raise more vital funds and awareness towards the early detection of breast cancer."

Jo Stewart, Director of Fundraising, CoppaFeel! said "We are so thrilled to be Tickled Pink's new charity partner and to be joining with Breast Cancer Now to continue this campaign's amazing work. Working with Asda in a partnership of this scale will transform what we'll be able to do as a small charity, allowing us to think big and reach communities we may otherwise not be able to engage with.

Together, we'll be able to spread our message and encourage more young people to talk boobs, love their bodies and know what is normal for them, so that we can reduce late stage breast cancer diagnosis and save lives."

Asda's **Tickled Pink** campaign has supported breast cancer charities for over 24 years, raising an incredible £68m to date. Around 55,000 women and 370 men are diagnosed with breast cancer every year in the UK.



This month, Asda's suppliers are donating over £45k to CoppaFeel through sales of designated products; Diet Coke, Smarties Buttons, Ambrosia Custard and Persil Capsules which can be picked up whilst doing the weekly shop. This is in addition to products that will be on sale for Breast Cancer Awareness Month in October.

ENDS

Tickled Pink is part of Asda's **Creating Change for Better** campaign. For more information visit <https://www.asda.com/creating-change-for-better/better-communities/tickled-pink> or pick up advice around signs and symptoms in store

coppafeel.org @coppafeelpeople

Buy Tickled Pink products in store which supports CoppaFeel!

Sign up to CoppaFeel!'s free text check reminder service text Asda to 70300

For full Ts & Cs head to <https://coppafeel.org/remind-me/remind-me-sms/>

For all further information contact the George team at Lee Publicity/ Tel: 020 7833 5885/ Email: GeorgeTeam@leepublicity.co.uk

About Asda Stores Ltd:

Founded in the 1960s in Yorkshire, Asda is one of Britain's leading retailers. It has more than 165,000 dedicated Asda colleagues serving customers across 606 stores, including 33 Supercentres, 336 Superstores, 33 Asda Living stores, 204 Supermarkets, and we've 26 depots and 18 Stand Alone Petrol stations. Its main office is in Leeds, Yorkshire and its George clothing division is in Lutterworth, Leicestershire. More than 17 million people shop at Asda stores every week and 98 per cent of UK homes are served by www.ASDA.com. Asda joined Walmart, the world's number one retailer, in 1999.

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