

This World Cancer Day, Animade & CoppaFeel! are Reminding Young People that Knowing Their Bodies Could Save Their Life

With latest research showing 2 in 5 young people are avoiding contact with the NHS due to coronavirus.



London, Feb 04, 2021 – Award-winning animation studio [Animade](#) has collaborated with prominent breast cancer charity [CoppaFeel!](#) on the ‘Stop and CoppaFeel!’ campaign for World Cancer Day to raise awareness about breast cancer in young people. Comprising three different films, each depicts busy people going about their day-to-day business who are all of a sudden reminded by something in their surroundings that it has been a while since they last checked themselves.

In sync with CoppaFeel!’s ethos to talk about a serious message in a light-hearted way, the animations approach the issue with humour and positivity to inspire people to be unafraid and take action while highlighting how quick and easy it is to check themselves anytime. With the charity’s recent research showing that a worrying 2 in 5 young people are avoiding contact with the NHS due to coronavirus¹, normalising chest checking and empowering young people to speak to their doctors about any concerns has never been more important. With a variety of characters, representation has been an important part of this project to really connect with a wider audience and communicate that regardless of your age, gender, ethnicity or background, breast cancer is something that could affect you.

“We are thrilled to have the opportunity to work with Animade to create these films. The team immediately understood our approach to breast cancer awareness and our mission to put checking on every young person’s radar, empowering them to have the confidence that they know their body better than anyone else. We absolutely adore the final result and hope that these cheeky, fun and memorable films will serve to not only put a smile on people’s face, but also speak to the challenges of making time for self-

¹ CoppaFeel! bi-annual research, sample based upon 18-35 year olds. September 2020 research.

care and advocacy in our busy lives.” said Meg Green, Social Media Manager at CoppaFeel!.

“We believe in doing our bit to help make the world a little better and our lives a little brighter. By investing in ‘Goodness’ projects at Animade, we dedicate our team’s time and creativity and utilise our platform to help raise awareness of issues we care about. The CoppaFeel! team is doing wonderful work and breast cancer awareness is a cause we care passionately about and wanted to show up for,” said Jen Judd, Managing Director at Animade.

An all-female team at [Animade](#) is behind the project. The project was led by Eilidh Reid, who also designed and animated the pieces along with Romane Wach, with additional colouring from Theresa Haas—all under the creative direction of Frida Ek. The team also worked together with music producer, DJ, and composer [Esther Joy Lane](#) at Sister Music to bring the pieces to life through sound design. [Sister Music](#) champions female composers and works with a wide roster of diverse talent, making them the perfect partner for this collaboration with Coppafeel! that has representation at its core.

“CoppaFeel! is so devoted to breast cancer awareness. Their positivity and openness when working with us to find new and creative ways to reach people with their information made this an absolute dream project. To be involved in something that surrounds a subject that is so important, and for the whole team to be able to bring all their love and humour into it really shines through. It allowed us to create a campaign which is both relatable and fun, but most importantly leaves you with a great reminder to check your probably overlooked chest,” said Frida Ek, Creative Director at Animade.

To watch the ‘Stop and Coppafeel!’ films, visit the following links:

Jelly: <https://vimeo.com/507448099/199eb4ae8a>

Lemon: <https://vimeo.com/507453562/c85b6283c5>

Pec Oven: <https://vimeo.com/507454849/bf30b29d87>

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: coppafeel.org [Instagram](#) and [Twitter](#) @coppafeelpeople

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About Animade

Animade is an award-winning animation studio in London, UK, known for its buoyant and charming character animation and finding the personality in every project to create real emotional connections. Most of all, they want to make the world a bit more characterful. With a decade's experience bringing to life [campaigns](#) for global clients like Facebook, Google, and Dunkin' Donuts as well as charities like Bloody Good Period and NAM aidsmap, the heart of Animade is centred on innovation. Therefore, in addition to client projects, the studio devotes time to 'play', where creatives are encouraged to learn, innovate, explore and most importantly have fun. Animade's goodness projects support charities and causes that the team cares deeply about.

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