

This Breast Cancer Awareness Month well known brands are supporting CoppaFeel! in raising awareness of breast cancer amongst young people

2nd October 2024 - Breast cancer awareness charity, CoppaFeel!, is thrilled to announce the corporate partners supporting them this October for Breast Cancer Awareness Month (BCAM), to help spread the message about the importance of chest checking and raise vital funds to help the charity continue their life saving work.

CoppaFeel! is the UK's only youth focused breast cancer awareness charity, and they're on a mission to get every 18-24 year old checking their chest. CoppaFeel! educates people on the signs of breast cancer and encourages them to check their chests monthly, so that if they notice something unusual they are empowered to contact their GP and advocate for themselves. This is because when breast cancer is diagnosed early, treatments are more effective and survival rates are higher. To do this, the charity must drive awareness of the risks and relevance of breast cancer amongst young people, and give them the relevant tools to check their chests.

CoppaFeel! has found that only one third of young people think that breast cancer is something that can affect them, and yet around 2,500 people under the age of 40 are diagnosed with breast cancer every year*. Working with different big-named brands during Breast Cancer Awareness Month provides the opportunity to further spread CoppaFeel!'s important message and increase awareness amongst a range of different audiences. Here are the charity's 2024 corporate partners helping CoppaFeel! further the reach of their chest checking message and raising crucial funds that enable the charity to continue with their life saving work:



Asda

Asda Tickled Pink is our long-running partnership between Asda, CoppaFeel! and Breast Cancer Now. The 2024 campaign, 'The Real Self Checkout: Unpacking breast cancer' will be myth busting stats and facts and educating Asda customers and colleagues on the signs and symptoms of breast cancer. Alongside encouraging everyone to regularly check their boobs, pecs, or chest. Charity storytellers will be sharing their experiences of breast cancer in stores and across socials. You'll also find a range of Tickled Pink products in Asda and George online and in-store, from names like Walkers Crisps, Marmite, Candy Kittens, Diet Coke and Heinz Beanz, with a portion of the sales being donated to CoppaFeel! and Breast Cancer Now at a split of 70/30 respectively.

Abbott Lyon

We're kicking off our partnership with luxury jewellery brand Abbott Lyon, with the cutest, CoppaFeel! inspired, charm bracelet, featuring four unique designs. The bracelet is part of Abbott Lyon's Charms for Charity initiative, and features a sleek black strap adorned with the iconic CoppaFeel! initials and a range of three different chest designs, including a single mastectomy design and a double mastectomy engraving. We can't wait to mix and match our charm bracelets, which will both raise funds and vital awareness for our chest checking mission.

Avon

Our long-standing pals at Avon are continuing to champion their Breast Cancer Promise this October. They want you to ~feel~ yourself, AKA take the time to check your chest, whilst you're pampering yourself. Avon's collection of Breast Cancer Awareness product range features their fruity scented Candle, delicate Bracelet, nourishing Body Lotion, and handy Cosmetic Bag. All these products give 100% of their profits to good causes, with 70% directly donated and split equally between CoppaFeel! and our friends at Look Good Feel Better. Also launching this October is Avon's second Boob Census, based on research conducted among 7,000 women globally, around their attitudes to breast health. With some super interesting findings, [you can read their research here.](#)

Berryworld

We're so happy to welcome berry-giant BerryWorld into the CoppaFeel! family this October! 10p from every pack of their delicious BOOBERRIES™ (geddit?) will be donated to CoppaFeel!, meaning you can add this in season fruit to your granola, overnight oats or porridge, knowing that not only is it super nutritious, but it's also raising funds to help us reach more young people with our chest checking message. And while you're at it, check your boob-erries too!

Boody

Coming all the way from down under, Aussie B-Corp underwear brand Boody are turning their bestselling underwear pink this October. Their Limited Edition Pink Collection is not only comfy and sustainable, but will also be donating 100% of profits of the collection to CoppaFeel!.

There's something for everyone in their Pink Collection, with a Wireless Full Bust Bra, Wireless T-Shirt Bra, Full Brief, Classic Bikini and Men's Seamfree boxers - what's not to love?!

Boux Avenue

Our fab friends at Boux Avenue will be continuing their mission to support women from top to bottom this October, with even more fun-draising, including donating to CoppaFeel! through their best-selling, powder pink, Ribbed Seamless Scallop Bralette and Thong. With a delicate scallop edge, we're loving this comfy underwear at CoppaFeel! HQ, and are so grateful that it will be raising funds for our chest checking mission this October. With a whole host of awareness raising too, you can find out more about our partnership with Boux Avenue and The Eve Appeal here!

Bravissimo

Bravissimo's 'Feeling Your Boobs' campaign is back for another year, bigger and better than before! Bravissimo are encouraging their community to feel their chests and know their normal throughout BCAM and beyond, as well as staff fundraising, Boobette talks and more. This October they are donating 10% of sales of the beautiful best-selling Millie Bloom Bra in red/pink, Millie Post Surgery Bra in Ivory, and the Panache Endurance Sports Bra in pink. Check out their donation range this BCAM - your boobs will thank you!

Eylure

Eylure are continuing to join CoppaFeel! in our quest to ensure that all breast cancer is diagnosed early and accurately. Their body accessories not only help you style your chest with confidence, but they also act as a handy reminder to check whilst applying them! The accessories include nipple covers, body tape roll and body tape strips, in a range of skin tones, all sold exclusively in Superdrug. Not only will Eylure be donating £20,000 to support our chest checking mission, but they'll also be continuing raising awareness for CoppaFeel! on social media - for BCAM and beyond!

OGX

Introducing a new BCAM bestie - haircare icons, OGX. OGX are hijacking your haircare routine with chest checking messaging on exclusive packs of shampoo, conditioner and masks to encourage you to get to know your body while you wait for the product to work its magic. The range, starring their much-loved Argan Oil of Morocco, Brazilian Keratin and Biotin & Collagen collections, is available over BCAM only in Superdrug stores. You can tick great hair and your monthly check off your list in one fabulous swoop. OGX are donating £20,000 to CoppaFeel! as part of this breast cancer awareness month collaboration.

Peloton

We're so excited to be partnering with Peloton and their superstar instructor (and wonderful CoppaFeel! champion) Leanne Hainsby-Alldis to launch a second apparel capsule collection this BCAM! Co-designed by Leanne, this gorgeous two-piece collection has been designed to support those engaging in fitness and wellness activities as they recover from breast cancer

surgery, and to top it off, there will be a donation made to us for every item purchased. Peloton will be celebrating the collection in style with an exclusive event at Peloton Studios London, and allowing CoppaFeel! to hijack their changing rooms with chest-checking messaging throughout October - reminding their dedicated community to make checking part of their workout routine!

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*Statistics from CoppaFeel! The7Stars Research, 2024 and Cancer Research UK

About CoppaFeel!:

CoppaFeel! is the UK's only youth focused breast cancer awareness charity, and we're on a mission to get every 18-24 year old checking their chest. We educate people on the signs of breast cancer and encourage them to check their chests regularly, so that if they notice something unusual they are empowered to contact their GP and advocate for themselves. We do this because when diagnosed early, breast cancer treatments are more effective and survival rates are higher. Early detection can save lives. Visit coppafeel.org, or [@coppafeel](https://www.instagram.com/coppafeel) on social channels to find out more.

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