



*because no woman should be left in the dark about breast cancer*

## **AVON UK raises milestone £20million for the breast cancer cause and reaches over a quarter of UK women this breast cancer awareness month**

**Announcement – 31st October 2018**

As Breast Cancer Awareness Month (BCAM) comes to an end today, AVON UK, a leader in supporting the breast cancer cause for 26 years, announces a milestone in its mission to raise funds and improve awareness of breast health awareness. Through its unique network of Representatives, AVON has donated £20million\* for the breast cancer cause since 1992 and reached a quarter of women in the UK\*\* with the important message of self-checking since the launch of AVON's Pink Light Project in July this year.

1 in 8 women will be affected by breast cancer in their lifetime\*\*\* and last year, AVON joined forces with breast cancer charity CoppaFeel! to help end this statistic. Regular checking is one way to aid early diagnosis of breast cancers, however CoppaFeel! research revealed that more than a quarter of women in the UK were unsure how to check their boobs\*\*\*\*.

Thanks to the support of AVON's network of Representatives across the UK, the beauty giant has shared the importance of checking with 27 million people across the country, encouraging them to 'know their normal'.

AVON's fundraising began 26 years ago with the launch of the Breast Cancer Crusade to enable breakthrough research, equipment and educational materials. The funds raised have been far-reaching, supporting charities such as Breast Cancer Now, Macmillan Cancer Support and the Marie Keating Foundation, as well as local hospitals and charities to its Northamptonshire head office.

AVON's donations have taken its partnership with breast cancer charity CoppaFeel! to a new level. The partnership has enabled the launch of the first ever breast cancer e-learning tool CoppaCollege, supported the charity's volunteer Boobettes to host more educational talks to women and men of all ages, and helped to fund the charity's text reminder service to remind people to check their boobs and pecs every month.





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"Today's announcement of the incredible funds we have raised for the breast cancer cause is testament to AVON's values as the company for women. The donations from AVON UK have helped breast cancer charities fund life-changing research and awareness projects to ensure no one is left in the dark about breast cancer. This year, our support of the cause has been bigger and better than ever before, not just in BCAM but beyond, thanks to the partnership with CoppaFeel! and the support and passion of our AVON Representatives."

*Matthieu Comard, general manager of AVON UK*

"Like CoppaFeel!, AVON is a company known for empowering women and so our partnership to increase confidence in getting to know your body and your boobs, is a natural one. Through AVON's extensive network we have been able to reach many more people across the UK with our potentially life saving message and encourage even more people to adopt of regular boob checking habit. We are excited by the scope of what AVON can achieve thanks to its Representatives in driving further breast health education initiatives to ensure that everyone has access to this information."

*Natalie Kelly, CEO of CoppaFeel!*

To find out how you can support AVON's Breast Cancer Promise and partnership with CoppaFeel! visit [www.avon.uk.com/causes](http://www.avon.uk.com/causes). #CoppaFeelWithAvon

#### ENDS

\* Based on donations made by AVON UK to breast cancer charities from 1992 to October 2018

\*\* Based on UK population figures September 2018, [www.worldpopulationreview.com](http://www.worldpopulationreview.com)

\*\*\* Cancer Research UK

[www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/breast-cancer](http://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/breast-cancer), July 2018

\*\*\*\* Research from CoppaFeel! tracking, January 2018

#### NOTES TO EDITORS

AVON is the company that for 130 years has stood for beauty, innovation, optimism and, above all, for women. AVON's products are sold through 6 million active independent Avon Sales Representatives worldwide. As the company for women, Avon supports the causes that matter most including ending Violence Against Women and Girls, and raising awareness of Breast Cancer. In 2017, AVON launched its Breast Cancer Promise to ensure every woman is breast health aware, every day, and partnered with CoppaFeel! to raise awareness that knowing your boobs can save your life. To find out more visit [www.avon.uk.com/causes](http://www.avon.uk.com/causes).

CoppaFeel! is a breast cancer education charity set up to educate young people around the importance of getting to know their boobs. The charity was founded by Kris Hallenga in 2009, after she was diagnosed with secondary breast cancer at the age of 23. The charity educates young people on the signs and symptoms and encourages healthy checking behaviours through visiting schools, festivals and university campuses. Visit [www.coppafeel.org](http://www.coppafeel.org) for more information.

