

Insert date



## Local AVON Representative **[name]** from **[location]** raises **[£X]** for breast cancer charity partner, CoppaFeel!

[Picture of event here – ideally with CoppaFeel! and Avon logo visible]

**[Name]** from **[insert location]** hosted a **Boob Brunch** on **[insert date]** to help raise funds for AVON breast cancer charity partner, CoppaFeel!.

The event saw **[locals/friends/family/customers]** enjoy a fun-filled event including **[insert example activities/agenda]**. With help from supporters, **{name}** raised **[insert amount]** for CoppaFeel!

Thanks to its Reps and customers across the country, over the past 26 years AVON has raised nearly £20 million for the breast cancer cause. Aligning with their Breast Cancer Promise to educate 100 million women globally about breast health, the beauty giant is on a mission to encourage 5 million women in the UK to know their normal and promote regular boob checking.

The money raised will support CoppaFeel!'s team of Boobettes who tour the country meeting young women and help them to understand the importance of regularly checking for early signs of breast cancer.

AVON General Manager, Matthieu Comard, says: "It's incredible that Avon Representatives across the UK are out there spreading awareness and encouraging as many people as possible to check their boobs or pecs on a regular basis. All the money raised will help support our joint mission with charity partner, CoppaFeel! in educating everyone on how to check and to recognise what's normal for them."

**{Name}** says: "The event was a huge success **{include why it was}**. We're thrilled to have raised money for a charity that is encouraging everyone regardless of age or gender to check their boobs or pecs on a regular basis. **{or insert suggested quote}**

For more information visit: [www.avon.uk.com/Causes](http://www.avon.uk.com/Causes)

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**PHOTO NOTES:**

**Photo 1 (L-R):** [Insert name(s) of people in the above image from left to right, where it was taken and what they're doing]

**NOTES TO EDITORS:**

**About CoppaFeel!**

CoppaFeel! aims to stamp out late detection and misdiagnosis of breast cancer by ensuring that people know the signs and symptoms of breast cancer, know what their boobs look and feel like normally, check their boobs regularly throughout their lifetime and have the confidence to seek medical referral when 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! strives for a country where no one dies of breast cancer because of late detection or misdiagnosis. The charity receives no government funding and relies solely on voluntary donations.

**About Kris, Founder of Coppafeel!**

After being diagnosed at the age of 23, Kris decided it was time to flip the switch on breast cancer awareness and bring it to the forefront of young people's attention. One in eight women will be diagnosed with the disease at some stage in their life. CoppaFeel! is all about getting the message out that the sooner we get feeling, the better we will know our boobs and be able to spot any changes. In 2014, BBC three aired the October Films documentary 'Kris - Dying to Live' about Kris' experience juggling living with cancer, running a charity and life in her twenties. You can request to view the documentary at [coppafeel.org](http://coppafeel.org).

**AVON:**

**AVON** is the company that for over 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 gives financial independence, stability and flexibility to women across the world through the peer to peer earning opportunity. AVON also supports the causes that matter to women most including ending Violence Against Women and Girls, and raising awareness of Breast Cancer. To find out more visit [www.avon.uk.com](http://www.avon.uk.com).

**For more press information or opportunities please contact:**

Tamika Short – Senior Press Officer  
Tel: 01604 617264  
Email: [tamika.short@avon.com](mailto:tamika.short@avon.com)

Zoe Roll – Marketing & Brand Partnerships Manager  
Tel: 07717 172793  
Email: [zoe@coppafeel.org](mailto:zoe@coppafeel.org)