

# New H.Samuel campaign to raise money for Breakthrough Breast Cancer

Submitted by: pr-sending-enterprises

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H.Samuel, the UK's favourite High Street Jeweller, is launching a range of gifts and jewellery during Breast Cancer Awareness Month to raise funds for Breakthrough Breast Cancer, the UK's leading breast cancer charity.

The selection of hand picked gifts with an element of pink includes watches, collectibles and jewellery (<http://www.hsamuel.co.uk/webstore/jewellery.do>) and each product will carry a 10% donation to Breakthrough. In addition, all proceeds from H.Samuel in-store collection boxes, pink ribbon pins and phone charms will go to Breakthrough Breast Cancer, to help the charity continue its vital breast cancer research, campaigning and education work.

Breast cancer is the number one health concern for women in the UK. Over 1000 women die of breast cancer in the UK every month and 1 in 9 women will be diagnosed with breast cancer at some point in their lifetime. But the good news is that more women than ever in the UK are surviving breast cancer thanks to better awareness, better screening and better treatments and Breast Cancer Awareness Month represents a key time of year, when the focus on breast cancer is at its highest.

To help Breakthrough achieve its vision of a future free from the fear of breast cancer, it needs to raise at least £25million each year to fund its vital research, campaigning and education work, including the work that takes place at its dedicated breast cancer research centre in London and at the three new research units it's opening in Edinburgh, London and Manchester.

Jeff Jones, H Samuel Brand Manager said: "H Samuel jewellery is about real people and their stories and Breakthrough is a natural charity for the brand to support. We hope our eye-catching items will help raise awareness of breast cancer as well as raise vital funds for this worthy cause that affects the lives of so many people in the UK"

The Pink Range at H.Samuel is a diverse collection, including the Swarovski crystal (<http://www.hsamuel.co.uk/webstore/browse/N/66+4294967125/>) With You Kris Bear, Pink Casio Digital Watch (<http://www.hsamuel.co.uk/webstore/browse/N/65+4294967131/>), Citizen Stone-Set Bracelet Watch and a 9ct White Gold Cubic Zirconia Ring.

About H. Samuel

H. Samuel has over 350 stores and a trading website at [www.hsamuel.co.uk](http://www.hsamuel.co.uk). with a wide range of branded watches (<http://www.hsamuel.co.uk/webstore/watches.do>), jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H. Samuel is part of the Signet Group, the world's largest speciality retail jeweller.

About Breakthrough Breast Cancer:

Breakthrough Breast Cancer is the UK's leading charity committed to fighting breast cancer through research, campaigning and education.

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