

Below the Belt Grooming for Men set to raise £10,000 for Prostate Cancer UK in new charity partnership

Submitted by: Below the Belt Grooming for Men

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Below the Belt Grooming for Men has partnered with leading men's health charity, Prostate Cancer UK.

IN THE NEWS in timing with the recent statistics released surrounding the number of men dying from prostate cancer has overtaken female deaths from breast cancer for the first time in the UK we feel it's no better time to raise awareness and funds for this amazing charity.

In a bid to help raise awareness of a disease which kills 1 man every 45 minutes in the UK, and funds for the charity, the male grooming brand will donate proceeds from their products sold within the UK.

Below the Belt Grooming for Men has pledged to raise £10,000 for Prostate Cancer UK over the next year, with 20p from every Below the Belt product sold in the UK donated to the charity.

Additionally, Below the Belt Grooming for Men will support Prostate Cancer UK at events to raise awareness of the disease, charity and partnership.

James Beeby, Director of Fundraising at Prostate Cancer UK, said:

"We're thrilled to be partnering with Below the Belt Grooming for Men and look forward to working together over the next year. It is partners such as these that will help us make prostate cancer a disease that the next generation of men need not fear.

"Currently one man dies every 45 minutes from prostate cancer in the UK. That's more than 11,000 men a year and by 2030, prostate cancer is set to become the most commonly diagnosed cancer of all in the UK. Funds raised through the partnership will go towards research into diagnosis and treatment, as well as supporting men and their families affected by prostate cancer."

To purchase a Below the Belt Grooming for Men product and show your support to Prostate Cancer UK, visit: Boots stores, Boots.com and www.btbgrooming.co.uk

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