

The BREAST brands encouraging people to unleash their spending power in aid of breast cancer this October

Submitted by: Breast Cancer Haven

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Renowned brands are encouraging people to unleash their spending power during Breast Cancer Awareness Month (October) in aid of those affected by breast cancer.

Throughout October, all of these participating brands will be donating a percentage of sales across new accessories, personal care items, décor ranges and homewares to Breast Cancer Haven (<https://www.breastcancerhaven.org.uk>), the national UK charity supporting people through the physical and emotional experience of breast cancer.

Several of these top companies are renewing their partnership with Breast Cancer Haven for 2019, including well-known brands such as KitchenAid (<https://www.hartsofstur.com/kitchenaid-artisan-raspberry-ice-food-mixer-ksm175psri.html>), Dualit (<https://www.dualit.com/products/haven>), Little Greene (<https://www.littlegreene.com>), Douvall's (<https://www.douvalls.com/organic-argan-oil-moisturiser-50ml-55-756.html>) and CareCo (<https://www.careco.co.uk/item-s-WA05069/harmony-breast-cancer-awareness-walking/harmony-breast-cancer-awareness-w>) whilst others are participating for the first time to lend their support to this fantastic cause.

The 100% vegan handmade soap company, Saucha (<https://www.sauchacare.com/shop-1/rose-geranium-pink-clay>), is donating 5% of all sales of its rose and geranium soap to the charity, and the lingerie brand, Nicola Jane (<https://www.nicolajane.com/grace-lace-embroidered-bra-9003/>), will be offering 10% of sales across all its products sold during October.

Furry friends can also lend a paw to show their support, with 10% of sales being provided by Friendship Collar (https://uk.friendshipcollar.com/shop/pawsitively_pink/) from the 'Pawsitively Pink' dog and cat collars (https://uk.friendshipcollar.com/shop/pawsitively_pink_cat/), dog leashes (<https://uk.friendshipcollar.com/shop/pawsitively-pink-leash/>) and matching bracelets (<https://uk.friendshipcollar.com/shop/extra-bracelet-for-pawsitively-pink/>) for human pals.

Kent Brushes (<https://kentbrushes.com/special-edition-breast-cancer-haven-pf06>) has produced a special edition unisex hairbrush, in partnership with Breast Cancer Haven, made from natural beechwood and pure bristles, with £1.00 being donated to Breast Cancer Haven for every brush sold.

Many of these products are not only ideal for people to use who are undergoing breast cancer treatment, but these sales also raise essential funds to support other people affected by breast cancer too.

Sally Hall, Breast Cancer Haven's CEO, said:

"We're delighted to be working with so many house-hold names again for Breast Cancer Awareness Month, all lending their support with fantastic donations being provided from every purchase going directly to the support services offered at Breast Cancer Haven.

"We understand how devastating a diagnosis of breast cancer can be so all our services are designed to

improve the health and wellbeing of everyone that walks through our door. Our personalised, free programme of emotional, physical and practical therapies is only made possible by charitable donations. Buying these products will help someone with breast cancer today.”

Breast Cancer Haven - which was founded in February 2000 - provides free in-depth personalised programmes of psychological support, help with treatment side-effects and supported self-management activities in five community-based centres in London, Hereford, Yorkshire, Wessex and the West Midlands as well as two hospital breast units in London and Worcester.

Breast Cancer Awareness Month runs from the 1-31 October 2019, and people can choose from a wide range of sought-after products to lend their support to the charity, including:

Little Greene's paint and wallpaper

Donation: 15p every tin of paint or roll of wallpaper sold

Link to purchase (<https://www.littlegreene.com>)

Dualit 4 slice Classic Toaster in Petal Pink

RRP: £195.00

Donation: £20 of sales

Link to purchase (<https://www.dualit.com/products/haven>)

KitchenAid Artisan Raspberry Ice 4.8L Stand Mixer

RRP: £619

Donation: £50 of sales

Link to purchase

(<https://www.hartsofstur.com/kitchenaid-artisan-raspberry-ice-food-mixer-ksm175psri.html>)

Kent Brushes Special Edition unisex bristle brush

RRP: £10

Donation: £1 of sales

Link to purchase (<https://kentbrushes.com/special-edition-breast-cancer-haven-pf06>)

Friendship Collar - Dogs: Pawsitively Pink

RRP: £28.00

Donation: 10% of sales

Link to purchase (https://uk.friendshipcollar.com/shop/pawsitively_pink/)

Friendship Collar - Cats: Pawsitively Pink

RRP: £22.00

Donation: 10% of sales

Link to purchase (https://uk.friendshipcollar.com/shop/pawsitively_pink_cat/)

Friendship Collar - Leashes: Pawsitively Pink

RRP: £20.00

Donation: 10% of sales

Link to purchase (<https://uk.friendshipcollar.com/shop/pawsitively-pink-leash/>)

Friendship Collar - Extra Bracelet: Pawsitively Pink

RRP: £8.00

Donation: 10% of sales

Link to purchase (<https://uk.friendshipcollar.com/shop/extra-bracelet-for-pawsitively-pink/>)

Nicola Jane 'Grace' lace embroidered bra

RRP: £28.00

Donation: 10% of sales and 10% across all products sold during October

Link to purchase (<https://www.nicolajane.com/grace-lace-embroidered-bra-9003/>)

Odlo Sports Bra

RRP: Starting at £28

Donation: 5% of sales

Link to purchase (<https://www.boobydoo.co.uk/odlo-flex-high-support-sports-bra-hot-coral-print>)

Douvall's Organic Argan Oil Moisturiser

RRP: £25.00

Donation: 10% of sales

Link to purchase (<https://www.douvalls.com/organic-argan-oil-moisturiser-50ml-55-756.html>)

Saucha Rose & Geranium vegan Bar Soap

RRP: £3.95

Donation: 5% of sales

Link to purchase (<https://www.sauchacare.com/shop-1/rose-geranium-pink-clay>)

White Heron British Cassis Liqueur

RRP: £19.99 (500 ml) and £14.00 (200ml)

Donation: 3% of sales

Link to purchase (<https://www.whiteherondrinks.co.uk/buy>)

Breast Cancer Haven Ropelet bracelet

RRP: From £7

Donation: £2 of sales

Link to purchase

(<https://www.ropelet.co.uk/online-store.php#!/Breast-Cancer-Haven-Ropelet-made-from-5mm-purple-and-pink-rope/p/134865>)

CareCo - Valour Scooter

RRP: £579.00

Donation: £20 of sales

Link to purchase (<https://www.careco.co.uk/item-s-ms01080/valour-breast-cancer-awareness-scooter/>)

CareCo - Endeavour Rollator

RRP: £64.99

Donation: £5 of sales

Link to purchase (<https://www.careco.co.uk/item-p-wa01058/endeavour-breast-cancer-awareness-rollator/>)

CareCo - Harmony Walking Stick

RRP: £17.99

Donation: £1 of sales

Link to purchase

(<https://www.careco.co.uk/item-s-WA05069/harmony-breast-cancer-awareness-walking/harmony-breast-cancer-awareness-w>)

CareCo - Crutches

RRP: £12.99

Donation: £1 of sales

Link to purchase (<https://www.careco.co.uk/item-s-wa05067/breast-cancer-awareness-crutches/>)

Further information

For further media information, interviews or images please contact Victoria Sowerby at Clearsilver Brand Marketing on 0113 307 5900 or email victoria.sowerby@clearsilver.co.uk . Human interest 'living with breast cancer' case studies and stories from family and friends of those diagnosed are also available.

Notes to editors

1. Breast Cancer Haven is a national charity that supports women throughout or after their breast cancer treatment. When breast cancer tries to rob a woman of her individuality, confidence or strength, Breast Cancer Haven provides a tailored package of emotional, physical and practical support that helps her hold on to them.

2. The programme provides a unique model of care that is fully integrated with hospital medical treatment. It is a global leader in its field and cancer specialists from all over the world visit Breast Cancer Haven centres and learn from them.

3. Help is also available through the website – breastcancerhaven.org.uk; an outreach programme, including many of the elements available at the charity's centres; and a 'Haven at Home' DVD is available to anyone who can't get to a Breast Cancer Haven centre.

4. It costs around £1000 to provide the Breast Cancer Haven programme for each service user and the care and support make a huge difference to their lives at a difficult time.

5. There are currently five Breast Cancer Haven centres in the UK in London, Yorkshire (Leeds), Hereford, Wessex (Titchfield) and West Midlands (Solihull).

Breast Cancer Haven, London, Effie Road, London, SW6 1TB.

T: 020 7384 0099

Breast Cancer Haven, Hereford, 37 St Owen Street, Hereford, HR1 2JB.

T: 01432 361 061

Breast Cancer Haven, Yorkshire, 4-5 The Gateway West, Leeds, LS9 8DA.

T: 0113 284 7829

Breast Cancer Haven, Wessex, 35 The Square, Titchfield, Hampshire, PO14 4RT

T: 01329 559 290

Breast Cancer Haven, West Midlands, 1 St. Bernard's Road, Solihull, B92 7AU

T: 0121 726 9570