

In the Pink

The Exeter Office held an “In the Pink” day to raise funds for Breast Cancer Care on Friday 24th October. Surrounded by pink sweets, pink balloons and lots of very pink clothing, each member of the office bought an official Breast Cancer Care pin badge and gave generously to the cause.

Despite having lots of fun, it has to be remembered that nearly 1 in 3 of all cases of cancers in women are breast cancer. Nearly 46,000 women are diagnosed with breast cancer each year in the UK and more than 1,000 women die from the disease every month in the UK. On a more positive note, it is estimated that 80% of women diagnosed with breast cancer in England and Wales will survive for at least five years. Men can also develop breast cancer but this is much more rare. In contrast to the figure of nearly 46,000 for women, around 300 men are diagnosed with breast cancer each year in the UK.

This is why fundraising events are so important and I would like to take this opportunity to thank all the staff at SRL, our clients and members of the public who have donated generously.

The Exeter Office is also an official public drop-point for Gemini FM’s ‘Master of Bras Campaign’. Located in Reception there is a very pink box, which is slowly but surely filling up with bras of all shapes, sizes and colours. The bras will be collected in the first week of November and shipped off to the Third World to help women in underprivileged communities. Before they are sent packing, they are weighed and a cash sum is then donated to Breast Cancer Care. Anyone wishing to donate a bra, old or new, can do so up until Friday 31 October 2008.

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Statistics provided by the Office of National Statistics & Breakthrough Breast Cancer Charity.