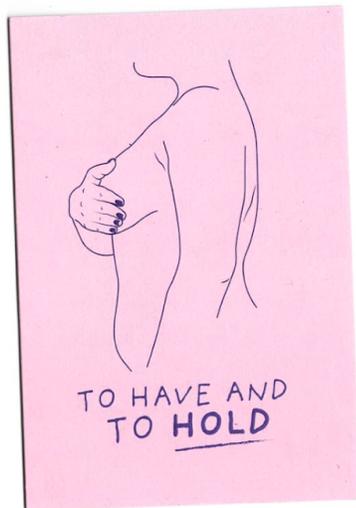


CoppaFeel! is spreading the the boob & pec love this Valentines Day

Breast cancer awareness charity, CoppaFeel!, are playing cupid this Valentines Day by surprising their community with personalised cards to remind them to feel themselves - in all senses.

As they celebrate their 10th birthday year, CoppaFeel! want to show some love to the people who've supported them along the way and last month they put a call out on social media for people wanting a little positivity by post - with the first 500 people to submit their addresses receiving a surprise in the mail at a future date. This has resulted in today's campaign – which the charity hopes will inspire people to feel themselves, and share with others as a reminder to check.

Every year, around 5000 women under the age of 45 are diagnosed with breast cancer[1] and our research shows that only 30% of women aged 18-29 years old check their boobs monthly.[2] As part of the campaign, the charity is sending a 'Feeling Myself' sticker to serve as a reminder to check, and is asking people to sign up to their free monthly text reminder service by sending BOOBS to 70300. Our research shows that those aware of CoppaFeel! are 50% more likely to check monthly than those not aware.[3]



Sinead Molloy, Creative & Brand Manager, who designed the cards, says “we are really excited to launch this campaign for Valentines Day. Feeling yourself the ultimate act of self-love, and it's quite literally a

behaviour that could save your life. Whatever your age, gender or relationship status, copping a feel regularly is the best way to get to know what's normal for you and pick up on any changes quickly.”

CoppaFeel! is on a mission to educate the masses on boob/pec checking by educating on the signs and symptoms of breast cancer, encouraging regular self checking and empowering young people to see their GP if anything changes. This Valentines Day, CoppaFeel! is encouraging people to go forth and fondle – feeling yourself has never been so good.

Editor's notes

About CoppaFeel!

CoppaFeel! aims to ensure that all breast cancers are diagnosed at the earliest stage possible by educating people on the signs and symptoms of breast cancer, encouraging them to check regularly and instilling the confidence to seek medical referral if 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! is the third most recognized breast cancer charity amongst young people and those aware of CoppaFeel! are 50% more likely to check their boobs regularly than those not aware (CoppaFeel! research, sample based upon 18 – 29 year olds. Jan 2019 research)

Find out more about CoppaFeel! at:

www.coppafeel.org

Instagram and Twitter [@coppafeelpeople](https://www.instagram.com/coppafeelpeople)

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[1] Breast Cancer Care, research

[2] <https://coppafeel.org/your-boobs/why-check-your-boobs/>

[3] CoppaFeel! Bilendi research, December 2018 wave