



PINK ROSE
Valentine's appeal

Give an extra little bit of love this Valentine's Day

Pink Rose Valentine's Appeal set to raise money for vital breast cancer research

The Pink Rose Valentine's Appeal is a brand new fundraising campaign for breast cancer research which is backed by a whole host of celebrities including Olivia Newton-John, Joan Collins, Stephen Fry, Rachel Weisz, Patricia Hodge, Tania Bryer, Rebecca Mader and Dr. Mary Archer.

The premise of the Pink Rose Valentine's Appeal is simple. Do what you would normally do for Valentine's Day; prepare a romantic dinner at home, go out to a restaurant for a meal or send a card to your special someone. But **give a little love** and show your support for breast cancer research at the same time.

If you are planning a romantic dinner at home on the 14th February, why not put the money you've saved dining in to one side to donate to the Pink Rose Valentine's Appeal – this small step will ensure that your romantic evening has an extra warm glow this year. If your beloved agrees, you could even open up your evening to a larger group of people, or plan an event for later in the year. Why not host a pink themed dinner or drinks party for friends and family and get them to bring a donation along, raising even more money for this worthwhile cause.

Alternatively, if you don't fancy putting your culinary or party planner skills to the test, you could purchase a Pink Rose Valentine's Appeal e-card online at www.givealittlelove.com. This could be a generic Valentine's card that you think your loved one would appreciate, or it could be a celebrity card containing a very special message from a famous TV, movie or musical personality. Either way, a proportion of the sale price will go towards funding the very latest developments in breast cancer research.

Dr. Mary Archer said: "First and foremost, the Pink Rose Valentine's Appeal is about encouraging people to get together for an enjoyable evening or to send a fun message to a friend or loved one. But there is of course a much more serious side to our campaign that we must not forget. Breast cancer is the most common form of cancer in this country. It affects more than one in nine

people and in the UK as a whole, around 44,000 women and more than 300 men are diagnosed with the disease each year.”

“The good news is that more people than ever are surviving breast cancer as a result of early diagnosis and improved treatment – but there is still a real need for further improvement in surgical procedures, reconstruction techniques, oncology, histopathology, cancer genetics and nursing in this specialist field. Continued investment in breast cancer research is vital and I would urge everyone who can contribute to this appeal to do so.”

Pink Rose Valentine’s Appeal cards cost £2 and can be purchased at www.givealittlelove.com. For further information on the Pink Rose Valentine’s Appeal and how you could support this fundraising campaign, please go to www.givealittlelove.com. Alternatively, please contact Rachel Griffiths / Natalie Yates at the Pink Rose press office on 01223 884600 / 07714 766106 or by email: rachel.griffiths@war.uk.com / natalie.yates@war.uk.com

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