



PINK ROSE
Valentine's appeal

Not expecting red roses? Then *Give a little love* and support the Pink Rose Valentine's Appeal

There's no need to get the blues if you don't have a Valentine this February 14th. Get yourself in the pink and *Give a little love* by supporting the Pink Rose Valentine's Appeal!

Rather than pretending the day doesn't exist, why not hold a fundraising dinner or drinks party for all your eligible friends – and, at the same time, raise vital funds for breast cancer research in the UK. It couldn't be any simpler:

- 1) Tell all your mates you'll be holding a Pink Rose Valentine's Appeal dinner or drinks party
- 2) Set the date – hold it on February 14th (or any other day of the year for that matter)!
- 3) If you are dining at home, plan what you'll feed your guests and give them to drink – try and make something on the menu pink – perhaps a Pink Rose cocktail? Alternatively, if you don't want to test your party planning skills, why not meet at a local restaurant or cocktail bar.
- 4) Most importantly, ask guests to bring along a cash donation on the night for the Pink Rose Valentine's Appeal.

The rest is simple; eat, drink and get merry. Then collect up the money raised and send it off to the Pink Rose team while everyone is still talking about what a great night they had! And don't forget, that on the evening itself, you'll be in very good company. The 2009 Pink Rose Valentine's Appeal has been backed by some leading celebrities including Olivia Newton John, Joan Collins, Rebecca Mader and Stephen Fry.

If you really don't fancy hosting a dinner or drinks party, you could just send an e-card to a friend or relative in need to give a little love on Valentine's Day. Go to www.givealittlelove.com to see the full range of cards on offer. There are even some special celebrity versions to make you smile. And because a percentage of the £2 purchase price will go to breast cancer research, you'll also be showing the 40,000 UK women who are diagnosed with this disease every year that you care.

For more information about the Pink Rose Valentine's Appeal, 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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