

Coca-Cola Light dressed in pink to raise awareness for breast cancer

In support of breast cancer awareness, Coca-Cola, its bottling partner and Makro have partnered to create specially designed six-packs of Coca-Cola Light, wrapped in pink packaging, with the purpose of donating R2 for every pack sold to PinkDrive.



[@Makro_SA](#)

PinkDrive is a breast cancer awareness non-profit company (NPC), powering South Africa's first mobile PinkDrive Mammography Unit and the PinkDrive Educational Unit. PinkDrive educates women and families about the importance of early detection in the prevention and management of breast cancer and the fact that 'Early Detection Saves Lives'.

"There are a lot of misconceptions about breast cancer as a disease, as well as how often you should get tested and what the next steps are once you have received your results. Through our mobile clinics we not only aim to bring testing centres to communities, but also educate women on the disease, encourage ladies to go for regular check-ups and do breast self-examination, because 'early detection saves lives'. Partnering with Coca-Cola will help us to fund resources that will expand our reach in communities," said Noelene Kotschan, Founder and CEO of PinkDrive.

To promote wellness and active healthy living

"Our partnership with Makro and PinkDrive illustrates the impact that can be achieved when businesses come together to partner with civil society organisations to help tackle challenges facing our communities. Together with our bottling partner and Makro, we care about the well-being of our consumers and are committed to supporting initiatives designed to promote wellness and active healthy living," said Rhonda Lege' Scott, Head of Customer Relationship Management at Coca-Cola South Africa.

The campaign will continue to run until the R200,000 target has been reached. The aim is to not only raise funds for PinkDrive, but to encourage women to learn more about breast cancer and the importance of early detection.

"This partnership allows us to focus on the wellbeing of women, which aligns with our objectives as a company globally. For

us, cumulative expertise of our partners both inspires and enables us to do far more than we could alone," concluded Lege' Scott.

To date, PinkDrive have conducted 5,000 free mammograms, 60,000 clinical breast examinations, have educated over 90,000 people about the disease and have distributed 100,000 educational materials.

For more, visit: <https://www.bizcommunity.com>