

Wear a bra-celet in support of fighting breast cancer

Premier of the Western Cape Helen Zille has pledged her support to the Women's Health and Maidenform Bra-celet Breast Cancer Initiative. The Bra-celet is a hot pink accessory that aims become a symbol of solidarity in the fight against breast cancer.



Women (and men) can wear the bra-celet throughout the month of October to raise funds and increase awareness around this issue in South Africa. All proceeds from the sale of the bra-celets will go to the Pink Drive mammography truck initiative, which aims to provide women in disadvantaged communities with accessible mammography education and clinical screenings.

To date, the Pink Drive's Mammography Truck Initiative has provided around 3 000 free mammograms, educated close on 25 000 women on breast cancer awareness and self-examination skills, and provided manual breast screening to close on 19 000 women.

Help spreading the message

Premier Zille proudly showed off her bra-celet: "I am delighted to support the Bra-celets campaign, with funds raised going to the Pink Drive. Four thousand South African women are diagnosed annually with breast cancer and many of them live in disadvantaged communities. The Pink Drive mammography truck initiative brings free breast cancer screening and education to women in these communities and, more importantly, spreads the crucial message that 'early detection saves lives'. By buying a bra-celet, you will contribute to this important initiative. I will definitely be wearing my bra-celet throughout the month of October and I encourage all South Africans to buy one and do the same."

Women's Health has pledged its support for the cause by packaging 50 000 Bra-celets free with its October issue. Additional bra-celets can be purchased from Stuttafords for R10 each, so buy one for a friend and show your support in numbers.