

Ciro coffee launches Pink Drive for breast cancer

Ciro has partnered The Pink Drive and Protea Hotels to bring about a series of "High Coffee" events, held between 13 and 26 October, 2011, with the aim of raising both awareness of and raising funds for breast cancer.

Breast cancer survivors will be invited to speak on the importance of breast health and the need for regular check-ups for the early detection and treatment of breast cancer. The series of "High Coffees" will offer participants coffees and cakes, as well as networking opportunities for individuals, companies, book clubs and cancer support groups. Guests will also receive goodie bags in return for their support of the Pink Drive.

The Pink Drive is an initiative aimed at offering services to women, across South Africa, who do not have access to information on breast health. The Pink Drive currently has two mobile breast units working at four provincial hospitals in Gauteng that service 1.6 million women.

Mobile mammography services

The mobile units provide affordable and convenient mammography services to women in the private and corporate sector and provide free scanning and education to disadvantaged communities via local clinics, community health centres and specified hospitals with no oncology facilities.

Ciro will be supplying a range of coffee products to participating Protea Hotels nationwide in order to prepare the espresso-based hot and cold beverages. In addition, Giro will also be sponsoring on-site Giro trained baristas, skilled professionals who will facilitate the training of the hotel staff in the preparation and service of the drinks and to offer a superior cup of coffee. Drinks specialist, Monin, has also come on board to sponsor the syrups needed to make the drinks, including the Honey Rose Latte, Ginger Cookie Frappe and Caramel Crunch Frappe.

To help raise funds for breast cancer screening and education, "High Coffee" tickets are available at the following Protea Hotels at R250 per person:

- 13 October: The Protea Fire & Ice Hotel, Cape Town
- 13 October: The Protea Victoria Junction Hotel, Cape Town
- 14 October: The Protea 15 on Orange Hotel, Cape Town
- 17 October: The Protea Balalaika Hotel, Sandton
- 17 October: The Protea Wanderers Hotel, Illovo
- 25 October: The Protea Hotel, Bloemfontein
- 26 October: The Protea Waterfront Hotel, Centurion

For more information about the Pink Drive, go to www.pinkdrive.co.za or contact Sharon Smith on +27 (0)1 998 8022.