



PRESS RELEASE

October 26th 2009

Fields and Monday's Child... add support to Wear It Pink Day

Fields and Monday's Child... staff are taking part in Breast Cancer Campaign's 'Wear it Pink' day on Friday 30th October. Staff will wear an item of pink on the day, a raffle, quiz & sudoku have been organised over the last few weeks to raise money and the Coffee Shop is serving pink!

Breast cancer is the most common form of cancer and one woman in nine will be affected by it during her lifetime in the United Kingdom. The money raised by Fields from *wear it pink* will help Campaign to continue *researching the cure* for breast cancer.

Julia Quigley, Fields' Fundraising Co-ordinator says, "We really enjoy taking part in *wear it pink*. It is fun and easy and the money we raised will help Breast Cancer Campaign to continue *researching the cure*."

~ PRESS RELEASE ENDS ~

For further information, please contact Claire Jenkins on 01395 515124.

Note to Editors:

- Fields of Sidmouth, which itself is one of the few select, family owned and managed independent department stores left in the UK.
- Breast Cancer Campaign aims to beat breast cancer by funding innovative world-class research to understand how breast cancer develops, leading to improved diagnosis, treatment, prevention and cure.
- The charity currently funds 113 projects worth almost £15 million in 43 locations across the UK and Ireland.
- Breast cancer is the most common cancer in the UK and accounts for nearly one in three of all cancers in women.
- In the UK, nearly 46,000 new cases of breast cancer are diagnosed each year – that's 125 a day.
- Visit www.breastcancercampaign.org or www.wearitpink.co.uk