



PRESS RELEASE

CARE AGENCY RAISES OVER £170 FOR BREAST CANCER CAMPAIGN

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A Saxmundham care agency transformed their head office into a pink paradise last week (29th October) which saw generous staff raise over £170 for Breast Cancer Campaign as part of the annual Wear it Pink appeal.

Staff at Christies Care took part in the appeal by making a donation to the charity, in exchange for dressing up in pink clothing. Further funds were raised through a raffle which saw an array of fabulous prizes including a bottle of wine, luxury perfume, and a bouquet of flowers.

Wear it Pink has become a fixture in the Christies Care charitable calendar and since 2004, generous donations to various breast cancer charities have topped £1,500.

Debbie Ratcliffe, who organised the day said of the donations; "Wear it Pink has become the highlight of our fundraising activities throughout the year. It is a cause that is close to our hearts and we are delighted that every year our staff make such an effort to raise as much money as possible."

The money raised throughout the Wear it Pink campaign will be used to help fund world class research into breast cancer diagnosis and treatment.

For more information on Wear it Pink, visit www.wearitpink.co.uk