



Bin Your Unwanted Bras at Curves for Action Breast Cancer!

As the saying goes “Bras are like good friends – supportive and close to your heart.”

For the month of October, Curves, the women only fitness franchise, is once again asking women all over Ireland to donate their unwanted bras in order to raise much needed funds for Action Breast Cancer, so get sorting your underwear drawers now in preparation! This is the third year of this one-of-a-kind initiative, which allows the women of Ireland to help both sufferers of breast cancer AND women in third world countries where bras are seen as a luxury by most and difficult to find.

Bras will be collected in specially provided pink bra bins in Curves clubs nationwide as part of its month-long calendar of activities to raise funds and grow awareness for breast cancer. For every 1 kilo of bras Irish women donate (1 kilo = 17 bras approx), €1.10 will be donated to Action Breast Cancer, which will go to help fund vital breast cancer research, support for sufferers and survivors and to continuing the great work carried out by the charity.

Most charity and second-hand shops will no longer accept or sell worn bras, so this Curves initiative enables Irish women to both have a clear-out *and* make a difference. Curves will accept all donated bras no matter what their condition, which will later be sorted - suitable bras will be sent to third world countries and ones that have seen better days will be recycled.

Speaking at today’s launch, Sybil Mulcahy said, “I’m delighted to be part of this great initiative for Action Breast Cancer. This is my second year to be involved with this great cause which is a simple idea to get women everywhere involved in helping to raise money for breast cancer research. I’ll certainly be sorting out my underwear drawer to find some bras for the project.”

Commenting on this initiative, Gill Brady, spokesperson for Curves Ireland says, “We are delighted to be involved with Action Breast Cancer once again this year following the success of last year’s campaign. We are hoping for an even stronger response this year from the women of Ireland to help raise much needed funds for this very worthy charity.”

Follow Curves on Facebook www.facebook.com/Curves.

For further information or to find your nearest Curves Club, log onto www.curves.ie or FREEPHONE 1800 932 800.

-ENDS-

For further press information, please contact Marie McGrath or Aoife Smith at Elevate PR on (01) 662 5652 or marie@elevate.ie / aoife@elevate.ie

Notes to Editor:

About Curves

Curves prides itself on being more than a gym. The Curves 30 minute workout is based on a circuit of workout stations that combine hydraulic resistance machines, aerobic exercise, strength training and stretching for a complete body workout. In addition, club promotions and events encourage women to support charitable causes, learn about health-related issues and forge lasting friendships as part of the global Curves community. Curves recommend attending three times per week for optimum results.

Enhancing the Curves workout is Curves Smart™, a revolutionary electronic personal training system that gives you moment by moment feedback during your workout. Curves Smart is available in selected Curves clubs across Ireland.

With thousands of locations worldwide, Curves is the world's largest fitness franchise. Many clubs now also offer the new Curves® Circuit with Zumba Fitness®, the only 30-minute class that mixes the moves of Zumba® with the proven strength of training of Curves for a wildly effective workout. For more information, please visit: www.curves.ie.

About Action Breast Cancer

Action Breast Cancer (ABC), a programme of the Irish Cancer Society, is the leading provider of breast cancer information and support in Ireland. Each year ABC reaches over 30,000 women who are concerned about breast cancer or breast health. We rely entirely on voluntary contributions from the public to fund our programmes of care, education and research.

To find out more about the Action Breast Cancer Programme, please call the National Cancer Helpline on Freephone 1800 200 700 or visit cancer.ie

