



SALONWEAR DIRECT SUPPORTS BREAST CANCER HAVEN

Leading salonwear specialist Salonwear Direct has designed a new tunic which will raise funds for Breast Cancer Haven in Leeds. The new 'Haven' tunic has been specially designed with a pink trim and pink heart ribbon logo based on that of Salonwear Direct and Breast Cancer Haven.

Based in Meanwood (Leeds), Salonwear Direct supplies salonwear to customers, including Hair and Beauty Students and Professionals, throughout the UK. Enabling clients to wear a fashionable uniform, the company supplies businesses with professional workwear. **£2 from the sale of each 'Haven' tunic will be donated to the charity.**

Breast Cancer Haven provides the Haven programme free of charge to anyone affected by breast cancer in its Havens in London, Hereford and Leeds. The programme includes counselling, complementary therapies, support and information to meet the physical and emotional needs of breast cancer. In Yorkshire alone, 4,000 women are diagnosed with breast cancer every year and Breast Cancer Haven in Leeds – which celebrated its first birthday in October - has already provided over 3,500 appointments in the last 12 months.

"Everyone who has seen this tunic loves it" says Craig Landale, Marketing Executive at Salonwear Direct. "The pink embroidered ribbon looks chic and has such a positive meaning behind it. I am excited about the prospect of thousands of Hair and Beauty Students and Professionals wearing this tunic and raising lots of money to help a cause close to everybody's hearts".

It costs the charity £1,400 to provide the Haven Programme for every Visitor who comes to a Haven and we know our specialist services make such a huge difference to their lives at this difficult time. The £4,000 that Salonwear Direct aims to raise will mean that more women and men dealing with the effects of breast cancer can be seen by our expert therapists and counsellors.

Breast Cancer Haven receives no government funding and relies entirely on charitable donations and fundraising events to meet all our costs. "We are delighted to be working with Salonwear Direct and we all love the 'Haven' tunic" comments Jane King, Yorkshire Fundraising Executive at Breast Cancer Haven. "As well as raising much needed funds, the sale of the tunic will introduce the charity and the services we provide to a whole new audience".

For further information about Breast Cancer Haven and other fundraising opportunities, please contact Jane King on 0113 284 7800 or email jk@breastcancerhaven.org.uk

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Notes to Editors:

- Breast Cancer Haven supports the physical and emotional needs of anyone affected by breast cancer and its associated treatment by providing the Haven programme free of charge to anyone affected by breast cancer. The programme includes counselling, complementary therapies, support and information to meet the physical and emotional needs of breast cancer before, during and after conventional medical care.
- Working alongside the NHS and other healthcare professionals Havens promote integrated breast cancer care where conventional and complementary medicine work together to heal the body and mind.
- The charity was founded in 1997 and we currently have Havens in London, Hereford and Leeds.

For further information or to arrange an interview please contact:

Jane King at Breast Cancer Haven on 0113 284 7806 or email jk@breastcancerhaven.org.uk

www.breastcancerhaven.org.uk