



SARAH TAKES THE PINK POWER CHALLENGE FOR BREAST CANCER HAVEN

Sarah Ruston, from Headingley, is inspiring others to make 2010 the year that they improve their fitness and health by setting up the Pink Power Challenge. The idea follows on from the support and commitment shown to Sarah last year when she set herself the challenge of climbing Mont Blanc, for local charity Breast Cancer Haven, as part of her exercise regime to lose weight.

Breast Cancer Haven in Leeds - provides 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 people affected by breast cancer. In Yorkshire alone, 4,000 women are diagnosed with breast cancer every year.

Sarah, Legal Director at Squirrel Storage, raised over £2,700 for the charity by climbing Mont Blanc, in August 2009. She has now set her sights even higher. In August, Sarah will be taking part in the Outlaw Ironman competition. This will entail a 2.4 mile swim, 112 mile bike, finishing with a 26.2 mile run. But it doesn't end there. Sarah will also be running the London Marathon in April and will finish the year with the Snowdonia Marathon in October.

The Pink Power Challenge will be a year of fundraising activities to include many of the people who sponsored her last year - challenging them to take part in or support fundraising activities throughout the year to improve their fitness and health and maybe just to do something a little different.

"The Pink Power Challenge is about fun, friendship and fundraising" says Sarah "Go on - you can do it!"

It costs the charity £1,400 to provide individual treatment programmes for each person coming to our Havens and our specialist services are known to make such a huge difference to their lives at this difficult time. The £3,000 that Sarah is aiming 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. "For most people, a New Year's resolution involves a

few half hearted efforts down the gym before slipping back into our old ways” says Jane King, Yorkshire Fundraising Executive at Breast Cancer Haven. ”However, knowing Sarah we are in no doubt that she means business. We’re all proud and full of admiration for her!”

Support Sarah in her Pink Power Challenge by visiting

<http://www.justgiving.com/pinkpowerchallenge2010>

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

-Ends-

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
Out of hours please call 07961 417837

www.breastcancerhaven.org.uk