

Pedal It Pink!

This spring Breast Cancer Campaign's exclusive women-only cycle ride, Pedal it Pink, is coming to Edinburgh! On Sunday 16 May, Holyrood Park will host the event, which hopes to attract hundreds of ladies from across Scotland.

Pedal it Pink, sponsored by Santander, has three cycle routes for you to choose from: a full marathon (26.2miles), half marathon (13.1miles) or the family 5k lap, which is open to men and children. All routes are completely enclosed in the park, so it's safe, traffic-free and suitable for both beginners and experienced cyclists.

Breast cancer is the most common cancer in Scottish women, accounting for nearly a third of all cancers diagnosed. Every year over 4,000 Scottish women, 350 in Edinburgh alone, are diagnosed along with 20 Scottish men.

With the help of Breast Cancer Campaign, and events such as Pedal it Pink, funding vital research into treatments and a cure, survival rates have improved significantly over the last 20 years. In the early eighties five-year survival rates of women diagnosed in Scotland was around 64 per cent, however this figure has now increased to 84 per cent.

Originally from Edinburgh, Catriona Wright, Events Manager at Breast Cancer Campaign, said, "We're so pleased to launch Pedal it Pink in Scotland and my home town. We hope that lots of women in the city and beyond will take up this unique challenge and contribute to a great cause. Pedal it Pinks are now taking place all over the UK and so far we have raised over £100,000 to help fund vital research into breast cancer. So come on ladies, dig out your bike, find your pinkest outfit and take part in this fun cycling adventure while raising money for charity."

Entries for the first Scottish Pedal it Pink are now open on

the website www.breastcancercampaign.org. Entry to the full marathon is £15, half marathon £10, and the family 5k lap just £5.

To join the pink revolution, visit www.breastcancercampaign.org, email pedalitpink@breastcancercampaign.org or call 020 7749 3700.