

Edinburgh MPs supporting Wear It Pink Day

✘ MP for Edinburgh East Sheila Gilmore and MP for Edinburgh South, Ian Murray, have both joined forces with Breast Cancer Campaign to raise awareness of its biggest fundraising event, Wear It Pink Day.

On Friday 28 October 2011 supporters in schools, colleges and businesses throughout the country are encouraged to don an item of pink in support of Campaign and each donate £2 to fund innovative world-class breast cancer research.


Last year hundreds of thousands of people took part in wear it pink to help improve survival rates for the one in eight women who experience breast cancer during their lifetime.

Ms Gilmore, who will be wearing pink on Friday 28 October, said:-

‘Every year in the Scotland, around 4,300 new cases of breast cancer are diagnosed in women. Although it is rare, men can also suffer from breast cancer, with around 30 men diagnosed each year.

‘I know people who have lost friends and family members to the disease and I would like to encourage everyone in my constituency of Edinburgh East and throughout the City to support wear it pink on October 28, and raise valuable funds for breast cancer research.’

'My staff and I will be wearing it pink at all of my public surgeries on 28 October – if you want to join in the fundraising go to www.wearitpink.co.uk and register to receive your free fundraising pack.'

Ian Murray MP said:- "Every year in the UK, around 48,000  new cases of breast cancer are diagnosed in women. Although it is rare, men can also suffer from breast cancer, with around 340 men diagnosed each year. I know people who have lost friends and family members to the disease and I would like to encourage everyone in my constituency of Edinburgh South and throughout the country to support **wear it pink** on October 28, to raise valuable funds for breast cancer research."