

Asda Tranent are tickled pink!

✘ Asda Tranent and its dedicated Community Life Champion, Hamish Innes, invited customers from around the Tranent area into the store's café to have a special 'pink-nic' last week to raise funds for Asda's Tickled Pink campaign.

A wide variety of pink food and drinks, including pink lemonade and cupcakes, were available at the 'pink-nic' for customers to enjoy and sample. There was also special Tickled Pink products for customers to purchase, with a donation from the sale of each product going to the Breast Cancer Charities.

Asda Tranent also invited along members of local disabled group, New Beginnings, to the 'pink-nic', a support group for disabled people in East Lothian. Members of New Beginnings were flying the Tickled Pink flag by dressing in pink as they enjoyed many of the pink goodies on offer at the event.

Hamish Innes, Community Life Champion at Asda Tranent, commented: "Our Tickled Pink campaign which supports two Breast Cancer Charities is now in its 19th year and has raised a staggering £43 million. Our colleagues and customers always get behind our fundraising activities and we're hoping this year will be no different in raising money for such worthy causes."

Asda launched the Tickled Pink campaign back in 1996 to raise money to help improve the lives of people with breast cancer. It supports two charities; Breast Cancer Now and Breast Cancer Care.

Breast Cancer Care provides expert information and professional support for people with breast cancer and their families; and Breast Cancer Now helps fund research into fighting the disease.

Donations can either be made online or in-store and Asda customers can also purchase limited edition Tickled Pink products, which will be available throughout September and October.

Photograph Ian Georgeson

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