

Asda Chesser Raises Money for Breast Cancer Charity



Colleagues from Asda Chesser are calling on the local community to help support them in their fundraising efforts for its Tickled Pink charity campaign 'Proud to be Pink', supporting Breast Cancer Care and Breast Cancer Now.

The store has helped to raise thousands of pounds for Tickled Pink in recent years – and customers can help support this year's fundraising efforts either by making a donation online, or in store – or by purchasing Tickled Pink products available throughout October.

As well as fundraising throughout October, colleagues at Asda Chesser donned Pink Panther suits and sweatbands for a charity cycle in store, cycling almost 110 miles in 4 hours and raising £150 in total.

Launched in 1996, Asda's Tickled Pink campaign has raised over £55 million to support breast cancer charities Breast Cancer Care and Breast Cancer Now.

Through 'Proud to be Pink' fundraising activity in October, Asda will help to achieve improved care, support and information for anyone affected by breast cancer, as well as funding vital research to help stop women dying of the disease in the future.

Gary Anderson, Community Champion at Asda Chesser, lost his mum and former Community Champion, Linda, to breast cancer a couple of years ago. He told The Edinburgh Reporter:

"As Community Champions for Asda, we are 'Proud to be Pink' both instore and in the local community during Breast Cancer

Awareness Month. We're very proud of all the colleagues who took part in the charity cycle, it was a tremendous effort by everyone and just the start of our fundraising efforts – it's going to be a busy period of fundraising!

"Knowing the money raised will help both charities to be there from day one for anyone facing a breast cancer diagnosis will inspire us to go the 'extra mile' when it comes to fundraising activities across Scotland this year."

Samia al Qadhi, Chief Executive of Breast Cancer Care and Baroness Delyth Morgan, Chief Executive of Breast Cancer Now, said:

"We would like to thank Asda's colleagues, customers and suppliers for all they have done to support those affected by breast cancer."

"We're so proud of everything Asda's Tickled Pink campaign has achieved over the past 21 years. Funds raised for Tickled Pink are vital to the work of both charities; to provide specialist support and care for people living with, through and beyond breast cancer, and to invest in world-class research to stop women dying of this devastating disease once and for all."

For more information visit the [Tickled Pink](#) website