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October 2011

Bin Your Unwanted Bras at Curves for breast cancer charities!

As the saying goes “Bras are like good friends – supportive and close to your heart.”

For the month of October, Curves, the women only fitness franchise, is once again asking women all over the UK to donate their unwanted bras in order to raise much needed funds for Breast Cancer Care, Breast Cancer Campaign and Action Cancer, so get sorting your underwear drawers now in preparation! This is the third year of this one-of-a-kind initiative, which allows the women of England, Scotland, Wales and Northern Ireland to help both sufferers of breast cancer AND women in third world countries where bras are seen as a luxury by most and difficult to find.

Bras will be collected in specially provided pink bra bins in Curves clubs nationwide as part of its month-long calendar of activities to raise funds and grow awareness for breast cancer. For every 1 kilo of bras Irish women donate (1 kilo = 17 bras approx), £1 will be donated to breast cancer charities, which will go to help fund vital breast cancer research, support for sufferers and survivors and to continuing the great work carried out by the charities.

Most charity and second-hand shops will no longer accept or sell worn bras, so this Curves initiative enables women to both have a clear-out *and* make a difference. Curves will accept all donated bras no matter what their condition, which will later be sorted - suitable bras will be sent to third world countries and ones that have seen better days will be recycled.

Commenting on this initiative, Gill Brady, spokesperson for Curves UK says, “We are delighted to be involved with supporting these breast cancer charities once again this year following the success of last year’s campaign. We are hoping for an even stronger response this year from UK women this year to help raise much needed funds for our very worthy charities.”

Follow Curves on Facebook www.facebook.com/Curves.

For further information or to find your nearest Curves Club, log onto www.curves.co.uk or FREEPHONE 0800 130 0544.

-ENDS-

For further press information, please contact Jane or Sam at Entice Communications:
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Notes to Editor:

About Curves

Curves prides itself on being more than a gym. The Curves 30 minute workout is based on a circuit of workout stations that combine hydraulic resistance machines, aerobic exercise, strength training and stretching for a complete body workout. In addition, club promotions and events encourage women to support charitable causes, learn about health-related issues and forge lasting friendships as part of the global Curves community. Curves recommend attending three times per week for optimum results.

Enhancing the Curves workout is Curves Smart™, a revolutionary electronic personal training system that gives you moment by moment feedback during your workout. Curves Smart is available in selected Curves clubs across the UK.

With thousands of locations worldwide, Curves is the world's largest fitness franchise. Many clubs now also offer the new Curves® Circuit with Zumba Fitness®, the only 30-minute class that mixes the moves of Zumba® with the proven strength of training of Curves for a wildly effective workout. For more information, please visit: www.curves.co.uk.