

DON'T BE A BOOB: MAKE SURE YOU CHECK YOURSELF

Moonpig collaborates with ITV's Lorraine in support of the Change + Check campaign to launch a titillating range of free cards for Breast Cancer Awareness month



[From L-R: Leanne Pero, 36; Caroline Shaw, 56; Phil Anderson, 50; Hannah Gardner, 36]

Hi-res images can be downloaded here: <https://we.tl/t-5tKKkFx5tw>

Moonpig is launching one of its [BREAST card ranges](#) to date this October to mark Breast Cancer Awareness month. The eye-catching cards are designed to encourage people to remind each other to check their breasts and have been created in collaboration with ITV's *Lorraine*, and its Change + Check campaign, whose producer, Helen Addis, was diagnosed with breast cancer in 2018.

Free to send throughout the month of October using code FREECHECK*, the card range features four fruity designs inspired by our ta-tas with a touch of light-hearted humour. The fruits have been cleverly positioned as a pair on each card to bear an uncanny resemblance to our beloved bosoms, forcing the viewer to look and 'check' again.

And for those worried about making a *tit* out of themselves by saying the wrong thing, the teams have put together a helpful 'breast-practice' pre-written message that can be included at the sender's discretion.

The cheeky [four-card range](#) is *bust-ing* with punny one liners reminding people to check their breasts, features:

- Are your breasts simply the zest? Well treat them like they are and get them checked out!
- Cherry-ish your boobs & give them a once-over!
- [personalise with recipient name] check out those melons... They're ripe for a good squeeze!
- Don't be coconut shy – give your lovely bunch a seeing to

Checking for signs of breast cancer is crucial for early detection and ultimately saving lives. It's estimated that one woman is diagnosed with breast cancer every 10 minutes in the UK, and while much rarer in males, around 350 men are diagnosed with breast cancer each year in the UK.** This is why the cards come with a simple yet effective educational illustration outlining the changes to look out for.

The cards also feature a QR code which goes directly to an easy to follow guide on how to check for the signs of breast cancer as more than 50 per cent of women say they don't know the early symptoms of the disease***.

Sarah-Jane Porter, Global Design & Licensing Director at Moonpig said: *"We're thrilled to be collaborating with ITV's Lorraine and its Change + Check campaign to help educate people on the importance of self-checks. We know life can get busy and we all need a little reminder to look after ourselves. Cards have the ability to not only connect people, but deliver important and emotional messages, which is why they're perfect to encourage more women (and men) to check for the early signs and ultimately save lives in the long run."*

Since Change + Check launched in 2019, it has been placing 'reminder' stickers in bathrooms and changing facilities across the UK to remind people to check for symptoms of breast cancer. The latest collaboration with Moonpig enables the campaign to drive home this message through the nation's letterboxes -

something which its founder and breast cancer thriver, Helen Addis, understands the importance of.

Helen Addis, breast cancer survivor, Lorraine Producer and founder of the Change + Check campaign, said: *"I remember chatting to my friends throughout my 18 months of treatment and was amazed at how many of them didn't check their boobs. Breast cancer can happen to anybody - men and women, young and old - which is why people need to get to know their bodies better, so they can spot any signs of change.*

"I hope recipients of these cards not only check their breasts, but that they then send these cards to their friends and family so we can really get the message out there and ultimately save lives."

The Change + Check campaign was launched by its ambassador and TV presenter Lorraine Kelly, to further raise awareness for the cause.

The cards are available to send on Moonpig's website [here](#), free of charge.



-ENDS-

* **Free Breast Cancer Awareness Card Terms & Conditions**

*Please note that separate voucher codes cannot be combined within the same transaction. If you are using more than one voucher code, they must be redeemed via separate transactions. *

1. This offer is applicable on standard Breast Cancer Awareness cards; excludes all other card types
2. The offer is limited to 1 card per purchase with a choice from this gallery only:
<https://www.moonpig.com/uk/personalised-cards/all/?fq=promotionid%3A1661>
3. When the customer has a standard Breast Cancer Awareness card in their shopping basket, they will need to add the voucher code (FREECHECK) in the section beneath the check-out button that says 'Got a voucher code' and click 'apply' to receive the discount. All delivery or postage charges are still applied to basket
4. This initiative cannot be used in conjunction with any other offer discounts, codes or bulk discount
5. Moonpig reserves the right to cancel, change or extend the initiative at any given time.
6. This initiative has limited availability
7. There are no cash alternatives to the Offer
8. This initiative cannot be backdated or applied retrospectively to orders already placed
9. Valid from 04/10/22 00:01 to 31/10/22 23:59

** According to Breast Cancer Now:

<https://breastcancernow.org/about-us/media/facts-statistics>

*** According to Breast Cancer Now::

<https://www.itv.com/lorraine/articles/check-your-breasts-for-the-signs-and-symptoms-of-breast-cancer>

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About Moonpig

At Moonpig, we're all about celebrating those heartfelt life moments. You know the ones we mean...the big birthdays, new arrivals, surprise engagements and the just because. Big or small, we love them all. And we're so proud to be the ones helping you connect to the people you care about most.

With our ever-growing range of cards, thoughtful gifts and bright, beautiful bouquets, we've got just the thing to make their day. Combine this with top-notch tech and an app full of fun features, and it's never been easier to send a card from the palm of your hand and share some love wherever you are.

About Change + Check

Lorraine's Change + Check campaign, fronted by host Lorraine Kelly on ITV, focuses on raising awareness of the signs and symptoms of breast cancer, with advice on how to check your breasts and what changes to look out for appearing on posters in changing rooms across the UK. Now in its third year, to date the campaign has saved the lives of more than 60 women.

@Lorraine (Instagram, Twitter)

@ITVLorraine (Facebook)

#ChangeAndCheck

<https://www.itv.com/lorraine/articles/check-your-breasts-for-the-signs-and-symptoms-of-breast-cancer>