

# Pinkribbon.co.za fights breast cancer

Media24 Digital, the online publishing arm of Media24, has launched pinkribbon.co.za in support of Breast Cancer Awareness month. Powered via its portal Woman24 in association with SAFM and Cointel, funds collected will be donated to CANSA for breast cancer research and awareness on an ongoing basis.

Deirdre Ingpen, Woman24's business manager, explains that the pink ribbon was invented in 1991 by Evelyn Lauder, founder and president of the Breast Cancer Research Foundation, and Alexandra Penney: "The ribbon stands for awareness. And it stands for the sisterhood that will help women survive and conquer this disease.

"We've launched [pinkribbon.co.za](http://pinkribbon.co.za) to increase awareness and understanding of the disease. It is essentially a digital version of the original concept and invites visitors to send their name and a special message via SMS charged at R10 to 38214 which are displayed on the site. In return, the sender of the pledge receives a pink ribbon wallpaper image for his or her cell phone."

Comments Erna Prinsloo Fund Strategy Manager at CANSA Western Cape, says: "Displaying the ribbon on your cell phone will remind others of Breast Cancer Awareness Month and encourage them to find out more about the disease; the importance of early detection; regular self-examination and medical check-ups.

"We're launching [pinkribbon.co.za](http://pinkribbon.co.za) during Breast Cancer Awareness month due to the heightened sensitivity about the disease. However, our support of breast cancer awareness won't end there. We've decided to make it an ongoing initiative and have also incorporated a step-by-step guide to self examination on the site."

For more, visit: <https://www.bizcommunity.com>