

PenQuin International supports Dance for a Cure

Issued by [Penquin](#)

7 Sep 2010

PenQuin International, for the second year running, has assisted the organisers of Dance for a Cure in ensuring their annual fundraising event was once again a huge success.

Dance for a Cure, a non-profit organisation operating in Johannesburg, holds an annual dance production to raise funds for the vaccination of girls against cervical cancer. This type of cancer can be prevented but the course of medication available is costly, and not everyone can afford the treatment.

In 2009, PenQuin International got involved with Dance for a Cure for the first time.

Taking the lead from Director Darren Leishman, the PenQuin team poured time and energy into the production of posters, invitations and programmes for this event. They also negotiated with Law Print to donate its print services for this worthwhile event. In addition, a monetary contribution was made by PenQuin with the company purchasing block seats to the event.

"There is a disturbing lack of awareness about cervical cancer, and the Dance for a Cure team is aiming to raise awareness on how it can be prevented," says Darren. "Last year, PenQuin International asked Sony Ericsson to get involved and they really came to the party by adding Dance for a Cure to its list of charities and making a sizeable donation.

In 2010, PenQuin again assisted with the design and rollout of posters and negotiated with Contiprint, who kindly donated their printing services. The end result was a striking, eye-catching poster that was able to communicate the charity's unique purpose.

PenQuin International is proud to be a part of this annual event and supports the need to assist in the effort to vaccinate young girls against cervical cancer, and to raise awareness about this serious, but preventable disease.

Dance for a Cure was started by Angela Ferguson after her friend and dancer Sharon Humphrey died of cervical cancer in 2007. Despite working a full-time job Angela got the dance community together in 2008, asking them to give of their time for a one-night show. The success of that night, lead to Angela putting on another two successful shows during 2009 and 2010 - for more information about Dance for a Cure, log on to www.danceforacure.co.za.

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