



MINNIE DRIVER AND BARBARA WINDSOR ENCOURAGE WOMEN NOT TO DUCK AWAY FROM BREAST CANCER



HOLLYWOOD star Minnie Driver and everyone's favourite landlady Barbara Windsor have teamed up with Cancer Research UK to produce two unique rubber ducks to raise money for and awareness of breast cancer.

Launched in the run up to Breast Cancer Awareness Month in October, Minnie's duck, 'Henrietta', is designed in pink, the traditional colour for breast cancer awareness, and emblazoned with blue wording to show how breast cancer affects all women – whether daughters, grandmas, wives or girlfriends.

Barbara Windsor's duck, 'Flora', echoes the traditional rubber duck in a vibrant yellow, with the positive colour and flower motif representing the hope for breast cancer patients due to improvements in survival rates over recent years. Almost two thirds of women diagnosed today now survive beyond 20 years.



The ducks will be available from the charity's online shop, www.shoptobeatcancer.org.uk, and Cancer Research UK shops across the country from August for just £4.99 each. In addition the charity is also selling a striped duck (£4.99), as well as key rings of each version (£2.99) and a pack of all three miniature ducks (£5.99).

Cancer Research UK spent nearly £45m on ground breaking work into beating breast cancer last year and all profits will go towards this life-saving work. The ducks also include information for women about how to be breast aware.

Minnie Driver said: "I'm delighted to be supporting Cancer Research UK's Breast Cancer Awareness campaign this October. With one in nine women in the UK diagnosed at some point in their lives, unfortunately there are few people in this country who aren't touched by the disease in some way.

"I had great fun getting creative and designing my duck. I was trying to come up with something that would look pretty in the bathroom while also highlighting the serious side of the cause, so I hope I've succeeded.

"Cancer Research UK is the largest single funder of breast cancer research in the UK. Without the help and support of the public, none of this work would be possible. So make sure you do something for Cancer Research UK this October and join the fight for women's survival."

To purchase products online go to www.shoptobeatcancer.org.uk. To find your nearest shop visit www.cancerresearchuk.org/shopping and type in your postcode.

ENDS

For media enquiries, please contact Gavin Kimble in the Cancer Research UK press office on 020 7061 8132 / gavin.kimble@cancer.org.uk

NOTES TO EDITORS

About breast cancer

- More than 45,500 women are diagnosed with breast cancer in the UK every year
- Cancer Research UK is the largest single funder of research into breast cancer in the UK. More women than ever before are surviving the disease thanks to our work
- For further information on Cancer Research UK's breast cancer awareness campaign, visit www.jointhefight.org.uk.
- For more information about cancer, its risks and treatments, visit www.cancerhelp.org.uk

About Cancer Research UK

- Cancer Research UK is the world's leading charity dedicated to beating cancer through research.
- The charity's groundbreaking work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. This work is funded entirely by the public.
- Cancer Research UK has been at the heart of the progress that has already seen survival rates double in the last thirty years.
- Cancer Research UK supports research into all aspects of cancer through the work of more than 4,800 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.