

## Cotswold



For Immediate Release

13 September 2005

### **Lady Apsley becomes Patron of Cotswold Breakthrough Breast Cancer Group**

Lady Apsley of Cirencester Park in Gloucestershire has kindly agreed to become Patron of the Cotswold group of this national charity, whose Patron is HRH The Prince of Wales.

Launched earlier this year by mother of three, Eira Hooper of Cirencester, the group aims to raise as much money as possible to fund research into this hideous disease. "I want something positive to come out of such a ghastly experience, and every pound raised buys a few more petrie dishes", says Eira Hooper.

Lady Apsley is already generously organising a fundraising Champagne reception for Breakthrough at her exciting new business venture ClothesAgency.Com, situated in a beautiful Cotswold stone barn at College Farm Buildings, next to The Royal Agricultural College, on Thursday 13<sup>th</sup> October.

Commenting on her appointment, Lady Apsley said: "I am delighted to be associated with such a worthy cause, and will do my utmost to generate awareness and help Breakthrough create a future free from the fear of breast cancer".

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October is national Breast Cancer Awareness month and there are many varied fundraising activities happening around the country. Cotswold Breakthrough are holding a big Promises Auction at the Royal Agricultural College in Cirencester on Thursday 20<sup>th</sup> October which will be opened by Lady Apsley. In addition, a series of non-uniform days will take place in schools throughout the Cotswolds and also 'Brave a Bra for Breakthrough' where men are being invited to wear a bra to work to raise funds.

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**Notes to editors:**

- Breakthrough Breast Cancer is a charity committed to fighting breast cancer through research and education. In 1999, it established the UK's first dedicated breast cancer research centre, in partnership with the Institute of Cancer Research.
- Breakthrough Breast Cancer needs to raise at least £10 million every year to fund its programme of research and education.
- Breast Cancer is a disease that affects over 41,000 women every year in the UK. Of those, around 13,000 will die of the disease.
- For more information on Breakthrough Breast Cancer please visit the website on [www.breakthrough.org.uk](http://www.breakthrough.org.uk) or call the information line on 08080 100 200.