

## **Jashanmal Supports Breast Cancer Foundation of the Emirates**

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DUBAI - After the success achieved in their initial campaign in support of the Breast Cancer Foundation last year, Jashanmal have once again announced that they will continue their support for the cause of breast cancer research and treatment.

"We were extremely encouraged with the results we achieved with our campaign run over the course of the last one year," said Brian King of Jashanmal. "I would like to express my appreciation to all those who came forward to make this campaign a successful one. It's always satisfying to support a noble cause."

This time Jashanmal have a new, limited edition Cross Starlight Breast Cancer Awareness pen and have pledged 10 per cent of the sales of this pen to the Breast Cancer Foundation of the Emirates.

The mission of The Breast Cancer Foundation is to save lives by increasing awareness of breast cancer, to fund screening programmes, and to offer support for breast cancer patients and their families by removing barriers like limited or no health insurance, lack of transportation and childcare or language and cultural differences. The foundation also funds and facilitates research in breast cancer epidemiology.

The new Cross Starlight Breast Cancer Awareness pen features a delicate rhodium-plated stardust pattern on a background of pearlscent pink with the well known pink ribbon emblem on the clip.

The pen is available at all Jashanmal Department Stores and is a must - have for every woman's handbag.

"We have to join forces and offer hope to breast cancer victims " said King. " This is an excellent opportunity to express one's dedication to helping eliminate the threats of breast cancer. We urge people to come forward and support our initiative."

{Zawya}