



# WHITE LION WALK

Guildford Town Centre Surprises Guaranteed

## **‘Bravellous’ idea receives tremendous support so far but there’s still time to donate**

***Don’t throw old bras away, bring them to White Lion Walk and help fight breast cancer***



White Lion Walk Shopping Centre’s Bra Bank campaign is now in full swing and to date has collected over 525 bras – that’s an impressive 65 a week, which have been donated by shoppers since its launch on 27<sup>th</sup> April. The campaign continues until the end of October so the Guildford based Shopping Centre is now reminding Surrey ladies to continue to donate to help people and their families who have been affected by the trauma of breast cancer.

When customers make a deposit at the centre’s Bra Bank, their unwanted underwear will be whisked away to start a new life on the other side of the world, where traders support their families selling textiles locally. Successful ventures like this keep many families in developing countries out of poverty, and plenty of people in the UK in a job.

Furthermore, all the bras will be weighed and £1 per kilo will be donated to the Jarvis Breast Screening Centre in Guildford which provides one of the largest NHS breast screening services in England for women aged between 50 and 70 years old.

Dawn Phelps from White Lion Walk Shopping Centre, commented:

“We have had a fabulous response to our campaign and we would like to thank everybody who has very kindly made a donation so far. However, we still need more bras and would like to remind everyone that the Bra Bank will be at White Lion Walk until the end of October so there is still plenty of time to make a donation. Each year thousands of women don’t think twice about throwing out their bras but I hope this scheme will encourage members of the public to donate them instead as the funds raised go to extremely worthwhile causes.”

The bra banks are located by the NEXT store elevator within White Lion Walk and clean wearable bras of any size will be greatly appreciated!



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