



## Double the number of breast self-exams

**30 September, 2016**

Nestlé Breakfast Cereals brand **FITNESS**<sup>®</sup> is supporting breast cancer awareness month through local charities across the world to help raise the levels of early detection of the disease.

Regular breast self-examination has been found to reduce breast cancer mortality by up to 18%<sup>1</sup>, yet many women across the globe do not practice it. The new global campaign aims to tackle this by doubling the number of breast self-examinations year-on-year.

A unique calendar tool has been created to remind women to do a breast self-examination. **FITNESS**<sup>®</sup> is encouraging women to share the calendar invite with friends and family.

Elizabeth Mascolo, Marketing Director at Nestlé Breakfast Cereals said:

“Women can fight back against breast cancer by doing regular breast self-examinations. We’ve set ourselves the goal of doubling the number of self-examinations year-on-year by encouraging women to accept our calendar invite.

Our first step, this year, is to work with our charity partners across the world to establish a baseline for the number of women currently performing self-examinations.

We’ve set ourselves an ambitious target of doubling this number every year through simple interventions like the calendar reminder so that women can spot the warning signs as early as possible.”

For the past seven years, **FITNESS**<sup>®</sup> has supported women by promoting health and wellbeing and raising awareness of health issues including the importance of breast self-examinations.

Watch the campaign video [here](#)

Sign up for reminders [here](#)

**ENDS**

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<sup>1</sup> Breast self-examination beliefs: a descriptive study, Salazar M.K, US National Institute of Health, <http://www.ncbi.nlm.nih.gov/pubmed/8190694>

## PRESS RELEASE



### List of local charity partners:

Country	Local Charity Partner
France	Le cancer du sein, parlons en!
Greece	Alma Zois - Suzan Komen
Portugal	LAÇO
Spain	Carrera de la Mujer (PR Race)
Germany	Krebshilfe Österreich
Austria	Krebshilfe Österreich
Poland	AMAZONKI / AVON
Romania	Casiopeea
Mexico	Fundacion Alma
Caribe	Susan G. Komen for the Cure
Chile	Corporacion Yo Mujer

### About Cereal Partners Worldwide:

Cereal Partners Worldwide (CPW) is a leading global breakfast cereal company and the maker of Nestlé Breakfast Cereals, including favourites such as NESQUIK®, FITNESS®, CHEERIOS® and CHOCAPIC®. With more than 50 brands to suit all ages and lifestyles, CPW strives to make breakfast better with convenient, tasty and nutritious food that helps people start their day in the best possible way.

Established in 1990, CPW is a long-standing partnership between Nestlé and General Mills, bringing together the world-class capabilities of both companies. Headquartered in Switzerland, CPW has a strong global network with 4,600 employees, 17 factories, four R&D centres and sales teams in more than 130 markets.

For more information visit: [www.cerealpartners.com](http://www.cerealpartners.com)