

Bidvest's Proudly Pink Campaign gaining momentum

Bidvest's Proudly Pink Campaign is set to gain serious momentum over the next two weeks with two fundraising events set to take place. The Group's mission is to raise awareness of cancer by raising funds for two selected charities: the Cancer Association of South Africa (CANSA) as well as The McGrath Foundation.

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The 2011 South Africa vs Australia Wanderers Test is the first international Test to turn pink, paying homage to the success of the Pink Test in Australia and South Africa's original involvement in the inaugural Pink Test. The 2008/2009 Australia vs South Africa Test was the first Sydney Test to be turned pink for the McGrath Foundation, as part of Cricket Cares, Cricket Australia's community action program, in memory of the late Jane McGrath, wife of Australian cricket legend, Glenn McGrath.

Worldwide statistics show that nearly one in eight women are diagnosed with breast cancer, that is one woman every three minutes whilst nearly 2 000 men are diagnosed each year. Bidvest's Proudly Pink campaign kicked off on October 11 during Breast Cancer Awareness month and extends to "Movember", a month-long annual campaign to raise awareness for men's health issues such as prostate cancer and depression.

On November 15, Bidvest will host a cricket legends' breakfast at the Sandton Convention Centre with former fast bowler Allan Donald and former Australian opening batsman Justin Langer. All proceeds from the breakfast will be donated to CANSA.

Four days later on November 19, there will be a double-header of activities in Gauteng and Nelspruit. Starting with the third day's play of the second and final test between South Africa and Australia at Bidvest Wanderers Stadium where fans are expected to join the live action kitted out in pink, proudly showing their support for the Proudly Pink Campaign. Bidvest Wanderers Stadium will be a sea of pink on the day as Bidvest, Cricket South Africa (CSA) and the Gauteng Cricket Board (GCB) go all out to create awareness, raise funds and drum up as much support as they can. Bidvest will donate R20 (to be split between both charities) for every spectator who attends the day's play.

Later that day, Bidvest Wits host defending Absa Premiership champions Orlando Pirates at Mbombela Stadium where they will once again wear pink kits in support of the campaign. Last month, the students donned their pink kits in an Absa Premiership clash against SuperSport United at Bidvest Stadium.

Brian Joffe, Bidvest chief executive, said: "We want to create an awareness of these scary statistics of cancer which will then hopefully encourage men and women to get tested. The support that we have received from CSA, GCB as well as the two charities has been fantastic and we hope to make a notable difference on the 19th. By using the Test match and the F games as platforms to raise awareness we are hoping to reach a wider spectrum of our nation, increase the chances of early detection that will hopefully lead to a successful treatment."

A mobile testing unit, shave and spray stations and plenty of give aways will be available at Bidvest Wanderers Stadium for everyone to enjoy.

For event queries, contact Danny (011) 646 7340. For media queries, contact Caroline 082 904 6848

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