

11 September 2008 - Local MSP is daring to wear it pink

Jim Tolson MSP is joining forces with Breast Cancer Campaign for its award winning fundraising event, **wear it pink**, on Friday 31 October 2008.

This year's theme is 'dare to wear' and Jim is urging residents, young and old to get their craziest pink outfits on. Jim is pictured wearing a pink lab coat to represent the importance of breast cancer research.

Taking part in **wear it pink** couldn't be easier. Whether you are in an office, at school, or simply popping to the shops, on 31 October donate £2 and wear an item of pink, the more daring the better! Your donation will allow Campaign to continue funding innovative world class research across the UK.

Jim Tolson MSP says "“Every year over 4,000 people in Scotland are diagnosed with breast cancer. Like many others, I know people who have lost friends and family members to breast cancer. I would like to encourage everyone in Dunfermline West and throughout the country to support **wear it pink** on October 31, to raise valuable funds for breast cancer research.”

To help Campaign reach this year's target of £3.5 million, take part in the UK's original and best pink day. Call freephone 0800 107 3104 or visit www.wearitpink.co.uk and register to receive your free fundraising pack now.