

*Think Pink: RSSI's Breast Cancer Awareness Campaign*



*The Robinsons Retail Specialty Stores, Inc. (RSSI) employees and RSSI General Manager Carmina Quizon (center) with the members and beneficiaries of the Philippine Foundation for Breast Care, Inc. in East Avenue Medical Auditorium on October 15, 2017.*

In full support of Breast Care Awareness Month, Robinsons Specialty Stores, Inc. (RSSI) initiated the *Think Pink: Kiss Cancer, Goodbye!* Campaign on October 2017. In partnership with the Philippine Foundation for Breast Care, Inc. (PFBCI), RSSI conducted a series of activities to raise awareness and support for women afflicted with the disease.

“We chose to engage this cause because it is close to the heart of our business. The majority of our brands cater to women and at the center of it all is the idea of empowerment through fashion and beauty. We wanted to shed light on a timely issue that concerns all Filipinas,” said Carmina Quizon, General Manager of RSSI.

To operationalize the initiative, paraphernalia with relevant information on PFBCI, breast cancer, self-examination, and early detection were posted in RSSI stores, which also offered exclusive in-store discounts. Customers got to enjoy 15% off on pink-tagged lines from all Topshop, Dorothy Perkins and Miss Selfridge stores. Likewise, Warehouse and G2000 Woman stores offered 30% off on pink-tagged



items. At select Robinsons Department Store Beauty Section doors, free customized candies were given away for every P300.00 purchase until end of October 2017. In line with this, a seminar and workshop on breast cancer will be held for Robinsons Retail's Head Office employees later in November. A portion of the proceeds from the pink products was donated to PFBCI.

Last October 15, 2017, RSSI employees joined PFBCI for a day of fun activities and sharing with an attendance of over 250 participants. Tutorials were held on make-up care by Clinique Philippines, along with free makeovers by Ever Bilena and easy to do D.I.Y. scarf designs. Art therapy coloring books were also distributed.