

**breast  
cancer uk.**  
Prevention saves lives



# PRESS PACK

# Who we are

We're a determined community of supporters, researchers, people with breast cancer, and advocates, all working for a world that takes preventing breast cancer seriously.

Together, we're pushing breast cancer research in new directions, daring to imagine a world where no one dies from preventable breast cancer.

Click to watch our video



# What we do

**Studies tell us that at least 30% of breast cancers are preventable.**

We believe in empowering individuals and communities to do something about it. That's why together we're speaking out, calling on governments and industry to stop ignoring the evidence and tackle the causes of breast cancer head-on, whether it's regulating harmful chemicals or putting policies in place to help all of us lead healthy lifestyles. By creating educational resources, funding pioneering research into toxic chemicals and putting pressure on those in power, we are creating an informed and proactive prevention movement.

## Press enquiries

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# Our key messaging

Breast Cancer UK estimates that at least 30% of breast cancer cases in the UK - that's around 17,000 cases per year - can be prevented by targeting key lifestyle and environmental factors. These include:

- **Staying active:** Research suggests that maintaining an active lifestyle can reduce your risk of breast cancer by around 20%.
- **Maintaining a healthy, balanced diet:** A diverse diet high in fruit and non-starchy vegetables and low in ultra-processed foods, has been shown to reduce breast cancer risk.
- **Lowering our alcohol consumption:** Studies suggest that around 8% (around 4,400) of breast cancer cases are attributed to alcohol.
- **Reducing exposure to Endocrine Disrupting Chemicals (EDCs):** Our research is shining more light on the potentially toxic chemicals affecting our hormone system, and how daily doses of complex chemical cocktails can impact our bodies as well as the planet.

# Our key resources

- Learn more about previous and current studies we have funded on our [research page](#).
- Read more about our political work and recommendations in our [manifesto](#).
- Check out our [Prevention Quiz](#), which helps individuals create a tailored, attainable and sustainable prevention plan based on their unique lifestyle.
- Download our free comprehensive [guide to EDCs in the home](#) or our A to Z chemicals of concern to identify and reduce your toxic exposure.
- Discover wellness tips backed by science on our [B Well Club Podcast](#).



# Our key spokespeople



## **Thalie Martini, CEO**

Thalie has been our CEO since 2019. With 20 years of experience holding senior roles in the public and third sectors, she has vast knowledge of the changing social and environmental climate. Thalie embodies Breast Cancer UK's values and commitment to making prevention a public health priority and is happy to provide our stance on current affairs, trends and breaking news.



## **Dr Hannah Moody, Director of Research & Engagement**

An experienced academic, Hannah drives our scientific research programme forward. She is able to break down the complex science in simple terms, providing evidence-based insight into the lifestyle and environmental factors which may increase our breast cancer risk. This includes everything from the risk posed by alcohol and ultra-processed foods to chemicals in cosmetics.



# Our original brands



**Full** is our nutritious, alcohol-free, not-for-profit supper club that brings people together round the table, where they can nourish minds, bodies and connections.

## 👁️ BIRDS & BOOBS 👁️

**Birds and Boobs** is our bold, organic, non-toxic apparel line, every penny of which goes towards our research into breast cancer prevention.



Let's connect



[www.breastcanceruk.org.uk](http://www.breastcanceruk.org.uk)

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