



PINK London 2014 Marks the start of Breast Cancer Awareness Month

by Jodie Burch | September 26, 2014 | in Fitness, Wellness | 0 | 0

I was honoured to get to attend the PINK London 2014 event on the 23rd September at Gilamesh in Camden to kick of Breast Cancer Awareness Month. Not only a fantastic location but also a fantastic cause. Breast cancer is sadly a cause close to my heart after losing two very influential women to the disease early on in my life. For me there isn't enough we can do to raise awareness of breast cancer and hopefully through education, lives can be saved from spotting the disease early.

The PINK events are the brainchild of artist Filippo iOco who has ran them all over the world since 2005 to raise awareness and much needed money for breast cancer charities.

The event was the right balance of glamour and fact, cocktails and realisations, art and well... nakedness. Hosted by Ashley James and Nick Ede, they brought a level of comedy to a night that given the seriousness of the topic ran the risk of bordering on depressing.



Art was brought to us by the world renowned Filippo iOco who combines standard art with the beauty of the human form in what is known as Live Art. His works are stunning and you should [take a look](#). Prints and paintings are currently up for auction to help raise money for breast cancer charities in the UK.



Not only was there highbrow art and boobies, there was also celebrities. The musical entertainment came from Delilah who has been setting the UK alight on her recent UK headline tour and didn't fail to deliver that evening either. Throw into the mix some TOWIE ladies, Leah Wright and Grace Andrews and pink themed cocktails and the night was a huge success.



However lets not get carried away with the celebrity spotting and cocktail necking, this event had a serious undertone. One fact that has shocked me is that it hasn't been until recently that more people are surviving than dying from it which just goes to show how important increasing the awareness is. For example how many of you know that men can also get breast cancer? If you don't think about this issues again, just promise me and yourself one thing, check yourself regularly, don't live in the ignorance of "it will never happen to me".

