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**mEDIA release**

**DUNLOP SUPPORTS BREAST HEALTH FOUNDATION'S MOBILE EDUCATION UNITS**

**In an effort to create awareness about breast cancer and support the services provided by the Breast Health Foundation, Dunlop recently fitted tyres to one of the foundation’s service vehicles. In addition, Dunlop has pledged support to the BHF’s Mobile Education units in the form of top-quality tyre fitment.**

In October 2012, South Africans reeled as the iconic Dunlop yellow and black branding turned to pink and people watched as Dunlop Zones around the country ‘pinked up’ their stores. As a result of the campaign, Apollo Tyres was able to donate R258 000 to the Breast Health Foundation.

The Breast Health Foundation, where the majority of staff and volunteers are breast cancer survivors themselves, strives to put an end to the silent suffering of patients, many of whom feel helpless and alone.

The Bosom Buddies project, comprising of mostly volunteers, was created as a project of the Breast Health Foundation to promote a positive mindset, recovery and quality of life for the patient, which includes creating awareness, providing access to information, support and counseling for those diagnosed with the disease and undergoing treatment.

Early diagnosis is crucial for increasing a person’s chance of survival. Breast cancer screening in the form of self examinations and mammograms are excellent techniques for early detection.

The Bosom Buddie volunteers provide much-needed emotional and informative support from the point of diagnosis and during treatment not only to the patients but to their families as well.

In addition, the Breast Health Foundation has several Mobile Breast Education units that travel into communities in order to educate women who would otherwise not have been made aware of these lifesaving facts.

**ENDS**

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**About Apollo Tyres South Africa (Pty) Ltd**

Apollo Tyres South Africa (ATSA) is a subsidiary of Apollo Tyres Ltd, a multinational tyre manufacturer with India, South Africa and Netherlands as if manufacturing locations. Headquartered out of Durban, South Africa, ATSA manufactures and sells high performance tyres for every motoring application. Dunlop is the foremost brand sold in 32 African countries. The company also has manufacturing facilities and distribution network in Zimbabwe.

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