

gin & Jacqie™



## FOR IMMEDIATE RELEASE

### **BREAST CANCER AWARENESS: GIN & JACQIE “BAG PRINT DESIGN” CONTEST 2009 *A joint effort by BCWA and gin&Jacqie***

**May 19, 2009, Kuala Lumpur** - For the many creative campaigns and activities to increase public awareness on breast health, this is definitely ***the first of its kind.***

Breast Cancer Welfare Association (BCWA) will be joining efforts with gin & Jacqie, a home grown designer bag collection in creating awareness for one's breast health by organising a “Bag Print Design” contest.

“We've done numerous campaigns, and activities but we're certainly excited to see the response for the “Bag Print Design” contest, with gin & Jacqie, which has a huge following with young people.

“Targeted at the young, the objective is to reach out to those aged between 17 – 24 years old to become more breast aware through “practical” educational workshops in the various colleges nationwide,” said Ms Ranjit Kaur, President of Breast Cancer Welfare Association while speaking to the media.

Nothing beats “practical experience” as BCWA demonstrate breast self awareness using the silicone breast models, which enables one to touch, feel and navigate appropriately.

“By doing so, young girls can check for themselves on a regular basis. “Practical” experience can one day, save your life,” added Ranjit who is a breast cancer survivor herself.

Elaborating on the contest mechanics, Ms Jacqueline Ng, the founder of gin & Jacqie said that designs for the bag print must incorporate the signature pink ribbon with a creative touch.

“It is freeform of art, as long as the pink ribbon is included. We're looking for a design which is able to take on the personal message of breast health or breast cancer, and communicate it powerfully to others.

“Participants also need to take note that the design is cost effective enough to be printed on a large quantity of bags, besides taking into consideration a maximum of eight colours used. Lastly, the design should be 100% original, with a creative name to spice it up,” quipped Ng.

The winning design will be printed on the Gin & Jacqie special edition bags, and will be launched for sale on 8<sup>th</sup> October, 2009.

Breast Cancer Welfare Association will be the sole beneficiary of the net profit from the sales of the bag. The online media partner for gin&Jacqie "Bag Print Design" Contest 2009 is [www.emmagem.com](http://www.emmagem.com). Other sponsors include Estee Lauder, Bobbi Brown, Clinique, Artmakr.com, Cziplee, Innersecret and TGV Cinemas.

Hurry now, as:

- Submissions are open from *15<sup>th</sup> May – 30<sup>th</sup> June, 2009.*
- Followed by online voting, from *1<sup>st</sup> July – 20<sup>th</sup> July, 2009*
- Winners will be announced: *31<sup>st</sup> July, 2009.*

Entry forms can be submitted online at: [www.emmagem.com/bagprintdesign](http://www.emmagem.com/bagprintdesign)  
Or dropped off at:

**Drop off point:**

CZIPLEE BANGSAR  
39 & 41 Jalan Telawi 3,  
Bangsar Baru,  
59100 Kuala Lumpur  
TEL: 03 2287 679

CZIPLEE KAJANG  
53-56 Jalan Tun Abd Aziz,  
43000 Kajang, Selangor  
TEL: 03 8737 0699

**Prizes include:**

- **One (1) Grand Prize:** *RM1,000 Estee Lauder products, Artmakr.com Oil Painting Kit and Cziplee Vouchers worth up to RM500, RM500 gin & Jacqie Voucher , Printing of the winner's design on the bag for sale*
- **One (1) First Prize:** *RM500 Bobbi Brown products, Artmakr.com Oil Painting Kit and Cziplee Vouchers worth up to RM300*
- **One (1) Second Prize:** *RM500 Clinique products, Artmakr.com Oil Painting Kit and Cziplee Vouchers worth up to RM200*
- **25 Consolation prizes: 2 TGV tickets**
- **First 50 entries receive a limited edition camisole by Inner Secrets**

For more information, log on to: [www.emmagem.com](http://www.emmagem.com) or [www.ginjacqie.com](http://www.ginjacqie.com)

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