

For Douglas Macmillan from Faye Johnson

Pink_News

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The Douglas Macmillan Hospice is being tickled pink by donations from hygiene company B Hygienic.

The new campaign, which is the brainchild of the company's Managing Director, Vicki Allen, gives five pounds to cancer hospices and charities each time a pink bin is requested. The inspiration for the pink bins came from when Vicki's close friend, who was also her boss, died of ovarian cancer in 2007.

So far, the campaign has had positive feedback including support from celebrities such as Katie Price, Anthea Turner and Paula Radcliffe.

Vicki said: "I think it is such a different idea that whereas in the past people have been concerned with the aesthetics in a washroom, this is now giving them a new perspective and also creates a caring image."

It is a health and safety requirement that sanitary disposal units are provided in washrooms. If your company is interested in joining the campaign, call B Hygienic on 01782 644788.

Ends.

Word Count: 157