



MEMBERS' NEWSLETTER

WINTER 2013

BUST - Raising money for equipment to diagnose and treat breast cancer patients in the Bristol area



BUST DANCERS WIN 5000 EUROS PRIZE



BUST Committee members, supporters and medical staff at Southmead Hospital's Breast Care Unit have celebrated their 5000 Euros prize for winning second place in the first European Pink Glove Dance contest.

It was marked by the presentation of a Runners-Up Prize cheque and Award Certificate at the Unit on November 21 by two senior UK managers of Medline, the American competition sponsors. The Hospital Universitario La Paz, Madrid, won the 10,000 Euros top-prize in the two-week video contest which ended on 9 November.

Medline are international suppliers of hospital equipment including pink examination gloves and are noted donors to breast cancer charities. Medline launched their original PGD video in the USA in 2009 to support breast cancer awareness. The video went viral on YouTube, bringing in nearly 14 million viewers.

More than 60 supporters and medical staff, including surgeons Simon Cawthorn, Zen Rayter and Sasi Govindarajulu, helped create the BUST video one Sunday in October. To One Direction's "What Makes You Beautiful" they wore pink gloves to dance along the Unit's patient pathway and later released 200 helium balloons in a car park rooftop finale. The La Paz super-hospital had more than 300 dancers for their entry.



In the early days of voting it seemed that BUST and La Paz were the main contenders for the lead. They jostled each other for over a week with BUST often taking a tantalizing lead. In the last few days, however, a surprise surge of support gave La Paz their astonishing final total of 311,907 votes to Bristol's 79,107.

BUST's 90-second video was made free of charge by Mr Cawthorn's son Josh, a music video director, and friends Robbie Hayward and Jonathon Burt, of New Fruit Film Productions. Bristol. Our charity's special thanks also go to David Holbrook and Katya Delahey, lead instructors at Trinity Le Roc, BAWA, Filton, for their dance class contribution, to PGD instructors Sarah-Jane Wilcox and Angie Davis, of New Generation Dance, and Janine Crispin and Antonia Bressington, of T-Shirt Printing & More, Downend, for preparing and donating the 200 balloons. BUST also appreciated the cheque handover by Medline's Martin Naylor, UK Southern Sales Manager, and Marc Milligan, Accounts Manager, South West.



Mr Cawthorn says: I was especially pleased so many of the newly combined Royal Infirmary and Southmead team, including nurses, radiographers, secretaries and doctors, worked together on the video on the Sunday when the Breast Clinic was closed. It was a defining moment to celebrate what we all feel so strongly about — our dedication to help men and women to get the right care as quickly and effectively as possible. Without BUST, who had the idea and made the video happen, we would not have won the 5000 Euros which goes directly to this important cause."



**Are you fundraising for BUST?
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