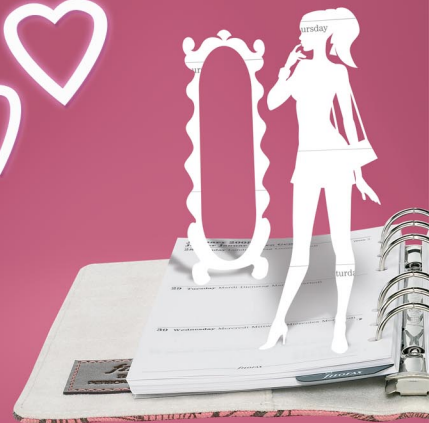


FILOFAX®

VALENTINE'S CELEBRITY AUCTION



13th February 2009

STOP PRESS - KYLIE JOINS LIST OF CELEBRITIES CELEBRITIES CUSTOMISE FILOFAX ORGANISERS IN AID OF BREAST CANCER CAMPAIGN

With Valentine's Day fast approaching Breast Cancer Campaign's celebrity supporters have teamed up with Filofax to raise funds for breast cancer research through an auction of customised Filofax organisers, on www.buyoncegivetwice.co.uk



Kylie Minogue, Lily Allen, Holly Willoughby, Roxanne Pallett, Alex Kingston, Louisa Lytton, June Sarpong, Sue Cleaver, Liz McClarnon and Natasha Kaplinsky have all been busy customising the pink organisers in the theme of 'love' with pink feathers and glitter to help support the one in nine women who will be diagnosed with breast cancer during their lifetime.



Filofax has been supporting Breast Cancer Campaign since 2004 and to date has raised over **£450,000** towards vital breast cancer research - by bidding on the auction lots, customers can help us reach our £500,000 fundraising target.

Sue Cleaver, star of Coronation Street says: "I would like to make it perfectly clear that no ostriches were hurt in the making of this rather marvellous pink Filofax organiser! So with that in mind, please visit the website and dig deep for a very worthy cause, happy Valentine's Day."

Grab yourself a unique piece of celebrity memorabilia, or buy your loved one a one-of-a-kind celebrity gift, and help raise money for charity at the same time!

You will be able to bid for the Filofax organisers until the end of April. If you would like to place a bid please visit www.buyoncegivetwice.co.uk



researching the cure

For further press information, photography of the customised organisers and celebrity headshots, please contact

Matt Watson - Filofax

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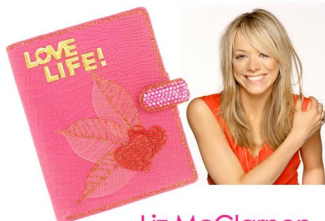
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Breast Cancer Campaign is a charity registered by the Charity Commission for England (no. 299758) and a company limited by guarantee registered in England (no. 05074725).

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Lily Allen



Liz McClarnon



Holly Willoughby



Natasha Kaplinsky



Alex Kingston



Roxanne Pallett



June Sarpong



Sue Cleaver



Louisa Lytton



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