



# Give Yourself Some Love This Valentine's Day and CoppaFeel!

*Taylor James supports Saatchi & Saatchi Health in their Valentine's Day advert for breast cancer charity*

LONDON, UNITED KINGDOM, February 14, 2014 /EINPresswire.com/ -- [Taylor James](#) is honoured to support [Saatchi & Saatchi Health](#)'s advertising campaign for charity [CoppaFeel!](#), to promote breast cancer awareness this Valentine's Day.

CoppaFeel was founded by twin sisters Kristin and Maren Hallenga after Kristin was diagnosed with breast cancer at the age of 23. Because of the late diagnosis, Kristin now lives with a stage four cancer. The twins devote themselves to educating young women about the dangers of late diagnosis and launched CoppaFeel in 2009. Breast cancer affects 1 in 8 women and the earlier it is diagnosed the higher the chances of survival. The charity encourages young women in their 20's to routinely check for signs of breast cancer, using a fun-loving tone and attitude (Note: the boob heart!).

Saatchi & Saatchi Health teamed up with Taylor James, London and NYC based creative production studio, to promote the charity and raise awareness whilst 'love is in the air'.

Brendan Haley, Executive Creative Director at Taylor James, explains "it was important for the style to capture the right tone of the campaign - it needed to have a strong and clear visual message, but in a style that wasn't crude or offensive". Their in-house illustrator worked with Haley and Saatchi Health to explore design styles and develop this cheerful, pastel-coloured heart.

"I'm really pleased that Taylor James and Saatchi have worked together spreading the love for such an amazing cause." Eduard Llena Portell. Creative Director, Saatchi & Saatchi Health.

"The work that Kris and Maren do is just inspiring and we are happy to be able to help them promote their very worthy cause." Raakhee Thompson, General Manager, Saatchi & Saatchi Health.

The advert is running in the Metro, Evening Standard and The Independent newspapers today, Friday 14th February. So whether you have a date with that special someone or a date in front of the box, have your boobs checked on Valentine's Day. And feel the love every month!

#### CREDITS:

Design & Illustration | Taylor James

Client | CoppaFeel

Agency | Saatchi & Saatchi Health

See the ad on Taylor James' website [www.taylorjames.com/coppafeel](http://www.taylorjames.com/coppafeel)

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