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Lemon campaign marks World Breast Cancer Day

Welcome to the Lemon Age sends optimistic message in support of the initiative

Welcome to the Lemon Age, the campaign to support European lemon production, has launched a new action in support of World Breast Cancer Day on 19 October.

Around 8,000 t-shirts have been distributed to the media, influencers, thought leaders – as well as to visitors at this month's Fruit Attraction trade fair – to raise awareness of the disease.

The World Breast Cancer Day initiative advocates for prevention and early detection of the disease.

The campaign is supported by several well-known sports personalities, including karate champion Sandra Sánchez (pictured), canoeist Saúl Craviotto and skater Javier Fernández.

"Whatever your lemons are like, all bodies are beautiful is the message that we want to focus on. Showing our

support and energy, we want to tell all women that we are proud of who they are, of their bodies, even of their scars and wounds. We must face life with hope and energy, face what comes and how it comes," Ailimpo, one of the organisers of the campaign, said.

"This is not only a campaign by the European Union to enhance the value of European lemons. Is much more.

"It is an initiative that fosters a positive attitude, that promotes a healthy and natural lifestyle in all its forms. For this reason, we want to send a positive, empathetic and close message to society on this important day in which we all have to be close to them."

The three-year Welcome to the Lemon Age campaign, which runs till 2022, is co-financed by the European Union. It has a budget of €6.5m, of which around €5.23m will go to programmes in France, Spain and Germany and remainder to the US and Canada.



Karate champion and Olympian Sandra Sánchez

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