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By Maura Maxwell

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Chiquita bananas in the pink

More than 1m bananas to get pink stickers in support of Breast Cancer Awareness Month



Chiquita Brands International is bringing a splash of pink to UK fruit bowls in support of Breast Cancer Awareness Month.

The banana producer will be adding a distinctive pink sticker to more than 1m bananas as part of a campaign to label more than 100m bananas worldwide.

The fruit will be available in supermarkets and wholesalers throughout the UK from 8 October.

"As the first lady of fruit,

Miss Chiquita has been putting a personal face on our bananas since 1944 and remains the indisputable first lady of fruit, so it feels totally appropriate for us to support a campaign that offers help, hope and support to women everywhere," said John Cockle, sales and market director, UK and Ireland.

"Bananas are the number one fruit worldwide in the family fruit bowl, which means this is a great opportunity for us to help get this vital campaign in front of people of all ages."

Breast Cancer Awareness Month is an annual international health campaign organised by breast cancer charities every October. It aims to increase awareness of the disease, as well as raising funds for research into its cause, prevention, diagnosis, treatment and cure.