



Soul Origin tickled pink to start a breast cancer conversation

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Think there's nothing better than a coffee and a chat? Then how about if it comes in a pink cup?

Catch-ups can taste even better this month when you know your purchase is shining a light on a very important message.

Throughout October coffee lovers will receive a Soul Origin Think Pink Foundation Pink Cup when purchasing any hot drink variant from all Soul Origin stores across the country.

The brand that promises fresh and nutritious food is also committed to supporting those battling against breast cancer this National Breast Cancer Awareness Month.

More than just a cup, its October campaign stands as a symbol of unwavering support, rallying behind the exceptional work accomplished by the Think Pink Foundation through their Living Centre, where resilience takes centre stage.

The Think Pink Foundation Living Centre provides cancer patients with a comprehensive range of practical, psychological, and physical support services free of charge and without limitation, so their cancer journey is a little easier.

Through this branded cup, Soul Origin aims to drive nationwide conversation around breast cancer awareness and the important work the Think Pink Foundation achieves through its Living Centre every day.



Soul Origin managing director Hao Quach said the cups were designed to be a conversation starter.

“We are thrilled to partner with Think Pink on the Soul Origin Pink Cup Campaign. It’s our way of raising awareness, ensuring that Australians battling breast cancer receive the support and awareness they need. This campaign sparks conversations nationwide, urging everyone to dig deep and aid those affected by breast cancer.”

Think Pink Foundation Director and founder Irene Hendel agrees.

“Enabling a better journey through breast cancer for Australians impacted by a diagnosis is our mission. Partnering with Soul Origin on the Pink Cup campaign is the

perfect alignment as it helps raise awareness nationwide and inspires generous donations.”

Around Australia, there are approximately 250,000 people living today who have been diagnosed with breast cancer over the last 36 years.

Approximately 21,000 new cases will be diagnosed nationally each year (57 cases per day), many of whom reside within regional areas which makes it hard for them to receive treatment and support services.

It is not uncommon for rural-based patients to have to travel 4-6 hours by car to receive treatment.

This often involves staying in major capital cities for extended periods of time, involving thousands of dollars in accommodation and out of pocket travel expenses.

This is why providing support services such as those available at The Living Centre is so important to those living in regional and rural areas.