



**Press Release
December 8th 2011**

Mapei Donates Products for Charity Garden

Mapei has donated its two-component, highly flexible S2 rapid set adhesive Elastorapid in a garden installation created for the young breast cancer awareness charity CoppaFeel!

CoppaFeel! is the only breast cancer awareness charity that targets young people and the garden, which has been showcased at Hampton Court Palace Flower Show, has been designed to captivate, educate and unsettle visitors; emphasising the importance of getting to know your own breasts with the ultimate aim of saving lives.



Mapei contributed towards the project alongside Tower Ceramics. Hugo Bugg was the designer responsible for the gold medal-winning garden and had previously won RHS Young Garden Designer of the Year 2010. Bugg commented: "We have only managed to progress with this exciting project with the support from suppliers like Mapei."

Despite being a relatively young charity, CoppaFeel! has a huge voice and has had an incredibly successful past two years, having helped to save a number of lives thanks to the support from high profile people such as Dermot O Leary, Fearne Cotton, Dannii Minogue and Lorraine Kelly.

It is hoped that this and future initiatives will engage young audiences and heighten awareness whilst taking home an incredibly important message.

Please visit www.coppafeelgarden.com to find out more about the project.

Ends

Mapei is the world's largest manufacturer of adhesives, sealants and chemical products for building. With over 70 years experience, Mapei is a specialist in the production of quality products for the installation of all types of wall and floor coverings, and has a vast range of admixtures and repair products for concrete and building materials.

CoppaFeel! was founded in April 2009 by breast cancer warrior Kristin Hallenga, who at the age of 25 is living with stage 4 breast cancer, following two misdiagnoses. Kristin set about making it her mission to educate people on the importance of checking their breasts regularly, with specific focus on younger women – an age group often overlooked when educating on this subject.