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Boot Out Breast Cancer Charity Partners with DigniCap® to Help Cancer Patients at National Health Service Hospitals Avoid Chemo-related Hair Loss

Multi-faceted National Campaign Launches with a £100,000 Crowd-funding Initiative

~ Christmas Donations Are a Way to Give Back and Honour Loved Ones Touched By Cancer ~

MANCHESTER (Dec. 9, 2013)—The charity organisation [Boot Out Breast Cancer](#) wants to ensure that people across the United Kingdom have access to the most up-to-date medical equipment and devices. To this end, they are partnering with the leading purveyor of clinically-proven therapeutic scalp cooling technology to help breast cancer and other cancer patients avoid chemotherapy-related hair loss. To kick-off this multi-faceted campaign, Boot Out Breast Cancer is launching a crowd-funding initiative that will provide several National Health Service Hospitals with the state-of-the-art [DigniCap® System](#).

Boot Out Breast Cancer was founded by breast cancer survivor Debbie Dowie in 2010, and its mission is to provide much-needed medical equipment for NHS hospitals throughout the UK. One aspect of care that Dowie found troubling was that for many people who were diagnosed with breast or other cancers, losing their hair was one of the most fearful prospects associated with the diagnosis. She travelled the UK and US to learn more about medical devices that prevent chemotherapy-related hair loss, but was dismayed that most were difficult to use and very uncomfortable.

“When I saw how patients and their oncologists were responding to the DigniCap® System, I knew that this was something extraordinary, and we had to make available to more people right away,” said Mrs. Dowie, Founder of Boot Out Breast Cancer. “There’s no question in my mind that this is a life-changing product with the potential to greatly improve the experience of going through chemotherapy. The goal of our initial kick-off initiative is to raise £100,000 through crowd-funding to install the DigniCap® System in NHS hospitals in London, Manchester, Newcastle and Birmingham. And that’ is just the beginning!”

To pledge a gift on behalf of a friend, family member or loved one with cancer, individuals are encouraged to visit <http://igg.me/at/Give2BootOutBreastCancer> beginning today.



During Christmas and the New Year, Boot Out Breast Cancer will be actively campaigning online and encouraging people to visit the [Indiegogo crowd-funding page](#) to donate. Contributors can donate to receive various “perks,” including online shout-outs and honorariums and a personalised thank you video.

In addition to this initial kick-off campaign, Boot Out Breast Cancer is planning several star-studded fundraising initiatives for 2014, including the [Posh Purple Party](#) on January 30th, the [Bollywood Ball](#)—attended by patrons **Dame Sarah Storey**, **Alan Shearer OBE** and **The Right Honourable Andy Burnham MP, Shadow Health Secretary**—and the launch of the Pearl Izumi Boot Out Breast Cancer cycling team on Saturday March 8th.

The DigniCap® System, developed by Dignitana, a world leader in scalp-cooling technology, is a safe, gentle and effective treatment for avoiding hair loss related to chemotherapy. It continuously monitors temperature to ensure comfort and consistent application of the treatment, and is the only system to offer scalp-cooling above freezing with patented, built-in temperature sensors and a precision cooling mechanism that allows for gradual and highly tolerable temperature fluctuations. The product has been evaluated and chosen by several leading private clinics in the UK, and is the preferred choice by an increasing number of NHS Trusts.

“As a breast cancer survivor myself, I’m acutely aware of how important it is to have confidence in your medical team and the treatments they recommend,” said Mrs. Dowie. “This technology should be a component of the highest quality holistic cancer care available today, and we want to make absolutely certain that it is available not just to those who can afford to go to private hospitals, but to anyone with a cancer diagnosis for whom the device is recommended.”

“It is an honour to be chosen by Boot Out Breast Cancer in this effort to ensure that NHS patients have access to the highest quality comprehensive medical care available,” said Martin Waleij, CEO of Dignitana, maker of the DigniCap® System. “Leading oncologists have recognised the proven safety and tolerability of DigniCap, and throughout the UK they are choosing it over other scalp-cooling options. To be chosen by a charity aimed at bringing the best to those with less is indeed an honour.”

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