



Don't blush, be pink!

Chiquita raises cancer awareness with a new Pink Sticker

Press information

Etoy, Switzerland – September, 2019 – Pink is the new yellow for Chiquita bananas in October: for the third year in a row, Chiquita is supporting Breast Cancer Awareness Month by turning the brand's iconic Blue Sticker pink to match the campaign's Pink Ribbon symbol, the international symbol for breast cancer awareness.

Breast Cancer Awareness Month is an annual global health campaign organized by breast cancer charities around the world. The Chiquita Pink Sticker provides a unique chance for the brand to support this vital work globally, increasing awareness of the disease as well as raising funds for research into its cause, prevention, diagnosis, treatment and cure. The importance of such initiatives can be seen in falling death rates, thanks to earlier discovery of breast cancer through screening and improved awareness, as well as better treatments.

Chiquita is particularly dedicated to supporting this cause because our ambassador is a woman – Miss Chiquita, the first lady of fruit. Bananas are also one of the world's most popular fruit and can be found in nearly every household, so are an ideal medium to raise awareness.

For four weeks, 200 million Pink Stickers will be distributed worldwide in support of this important cause. Breast cancer is currently the most common cancer among women and the second most common cancer overall, as well as the second leading cause of cancer death in women. The Pink Sticker is the only time that the Blue Sticker – usually associated with the light-hearted, fun moments that are the essence of the brand – highlights a more serious topic.

This year, Chiquita will partner with the American Cancer Society in the USA and Pink Ribbon in Germany. As well as making donations to the charities, Chiquita



will also develop a programme with them to promote a healthy lifestyle and diet, releasing some special Pink Recipes to the public.

Chiquita launched the initiative in 2017 as a way of reinforcing our 'Being A Good Neighbour' sustainability program, which focuses not only on the key banana production areas and communities in lowland areas of Latin America, but also on giving back to Chiquita consumers. This test year initiative was accompanied by a donation to Germany's Pink Ribbon and the American Cancer Society.

In 2018, the Pink Sticker campaign worked cooperatively with Germany's Pink Ribbon for an activity promoting self-checking for cancer. In the US, Chiquita worked with the American Cancer Society, developing five special Chiquita banana recipes with support from doctors and nutritionists with the message of helping to fight cancer through a healthy lifestyle and diet.

In the UK, Chiquita partnered with a survivor association, GIRLvsCANCER, creating special T-shirts that were sold to raise funds for the cause. In Italy, a high-impact outdoor campaign on Milan's public transport raised awareness of early detection and urged women to check their breasts regularly. A global campaign also promoted Pink Sticker messages.

Chiquita is also committed to leveraging important family values: our owners have a strong commitment to giving back to our main stakeholders, wherever they may be. This year, Chiquita's support will encompass donations to charity as well as raising awareness among women about ways to prevent this disease.

Chiquita supports a healthy lifestyle, as this is key to preventing cancer: maintaining a well-balanced diet is a vital part of this, and Chiquita bananas can form an important and natural part of a healthy diet as they contain fiber, vitamins, and several major antioxidants. A range of Healthy Pink recipes is available, supported by American Cancer Society nutritionists, on the Chiquita website: <https://www.chiquita.com/pink-sticker>
