

#MIXFORBOOBS



NRJ Belgium and Pink Ribbon drop a new beat to educate young women about breast cancer detection.

It is widely thought that breast cancer only affects women over 40, but 5%* of breast cancers occur in women under 40 and this number is on the rise. Hence the importance of detecting the warning signals as early as possible.

Unfortunately, teenage girls and young women feel little concern and the 9 warning signs of breast cancer.

That is why we have turned DJs' scratch techniques into breast self-examination gestures.

THE CAMPAIGN

For international breast cancer awareness month, NRJ and Pink Ribbon are teaming up to launch **#MixForBoobs**: an impactful campaign to teach the lifesaving gestures every woman should know on the tip of her fingers.

Learn how to perform self-examination and spot the 9 warning signs of breast cancer thanks to DJ-tutorials created in collaboration with doctors and support the campaign

by sharing your picture, video or remix with the records, mentioning **#MixForBoobs #NRJ #PinkRibbon #OctobreRose #PinkOktober #breastcancerawarenessmonth #bcam**

#MixForBoobs is an educational programme supported by artists and influencers. It uses the codes of the music industry in a playful and relevant way through video clips, and a series of tutorials on Instagram, TikTok and the French and Dutch-speaking websites of NRJ Belgium.

THE PROGRAMME

- 2 double vinyl albums to reproduce and learn self-examination gestures.
- 11 DJ tracks specially composed and timed.
- A videoclip and a tutorial to demonstrate the self-examination gestures and warning signs.

* Pink Ribbon, Belgique, 2018



THE AMBASSADORS



THE VINYLs

