

# WEAR IT PINK

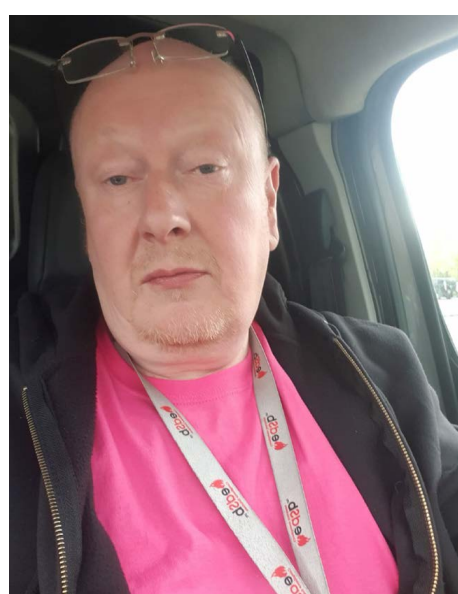
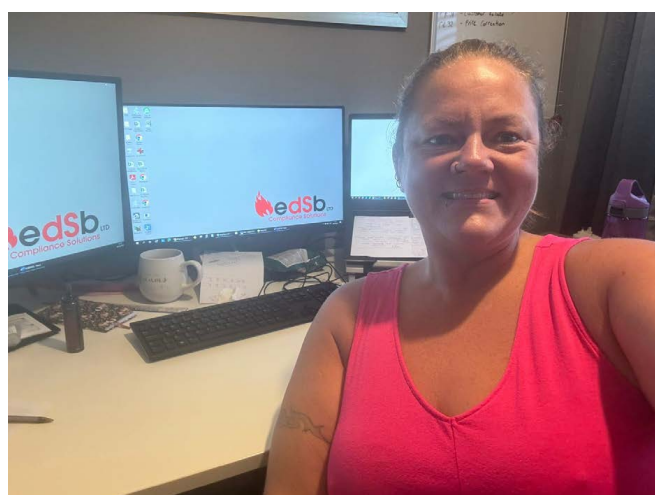
## 20 OCTOBER 2023



### EDSB Showing Our Support for Breast Cancer Awareness Month

In the spirit of Breast Cancer Awareness Month, we've shown our true colours (well, one specific colour, actually) by diving deep into our closets to dig out some fabulous pink attire for 'Wear It Pink' Day on the 20<sup>th</sup> of October 2023. And, let us tell you, we've exceeded all expectations!

Our #OneTeam spirit was on full display, and it's safe to say, we couldn't be prouder. It's amazing how a simple act of wearing pink can bring us all together for such a vital cause.



We've got to give a huge shout-out to the driving force behind this campaign, the one and only Lauren Carlton. Lauren took the lead in organising our bra recycling scheme, and it's been a smashing success. We're extremely proud of how many bras she's collected, not only from our fellow employees but also from her friends and family.

Lauren, you are a true inspiration to us all. Your dedication to making a difference is truly admirable.



But the fun doesn't stop there! We had to take a moment to appreciate the fabulous fashion choices of our Group Managing Director, Jonathan Parker. He'd been striding around the office with a stunning hot pink handbag that was catching everyone's eye. If there's one thing EDSB knows how to do, it's having a laugh and bringing a sense of style to any occasion, even a charity event!

We're absolutely thrilled to see everyone participating, whether it was donning a pink shirt, wearing a pink ribbon pin, or something as cool as Jonathan's handbag. Our enthusiasm and support for Breast Cancer Awareness Month is heartwarming, and it's yet another reminder of the incredible team we have here at EDSB.



Thank you, everyone, for being part of 'Wear It Pink' Day, and for making a positive impact on a cause that's close to our hearts. Our spirit and style shine as brightly as the colour pink, and we're excited to continue making a difference together.

## #OneTeam