



There's PR. Then there is Meropa.

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**ABOUT THE ROOIBOS BRA FOR CANSA CAMPAIGN**  
**Q&A to assist spokespeople when doing media interviews**  
22 July 2019



**Q: What is the objective of the campaign?**

A: Breast cancer is the most common cancer in women of all races with a lifetime risk of 1 in 27 in South Africa (source: **National Cancer Registry**). Cancer affects thousands of South African women every year and has been identified as a national priority due to the increase in incidences.

Given Rooibos' cancer-fighting properties our relationship with CANSA goes back many years. However, this year we wanted to help shine the spotlight on the issue of breast cancer in a novel way by creating a bra made almost entirely of Rooibos tea bags.

The unique Rooibos bra will be revealed in October during National Breast Cancer Awareness Month and will be coupled with an education campaign. It will be auctioned early in November and all proceeds raised will go towards CANSA's women's education programmes.

**Q: How do you plan on making the Rooibos bra?**

A: We have roped in the help of lingerie experts, Storm in A-G Cup, to assist in the design and making of the Rooibos bra. Storm in A-G Cup has been involved in a number of CANSA initiatives over the years and offers an extensive mastectomy bra range to breast cancer survivors who have had to undergo a mastectomy/lumpectomy.

**Q: Have you decided on a design?**

A: Yes, we have! The design team at Storm in A-G Cup has narrowed down a design, which we think will be a real show-stopper!

**Q: Have you played around with various bra options?**

A: Yes, we have. It's been an extraordinary process for the designers and seamstresses at Storm in A-G Cup who have trialled and experimenting with Rooibos in lots of different ways the last few months. Now we know what's possible!

**Q: What do you plan on doing with the Rooibos bra?**

A: The Rooibos bra will be auctioned at a prestigious (private) event early in November. Some of SA's top celebrities, musicians and business magnets will attend the special fundraising event. All proceeds will go towards CANSA's education programmes aimed at creating greater awareness around cancers affecting specifically women.

**Q: How much do you believe the Rooibos bra will fetch?**

A: A white lacy bra worn by screen icon, Marilyn Monroe sold for US\$20 00 and two of Madonna's iconic cone bras fetched US\$56 000 and US\$26 000 respectively at an auction at Christie's in London some years ago, ...so we are optimistic.

The one-of-a-kind Rooibos bra will be a true work of art! It'll not only be beautiful to look at, but the proceeds raised from the auction will help to save many more lives through education and early detection.

**Q: Do you think fashion designers might be using Rooibos tea bags in their designs in the future after seeing what's possible?**

A: Who knows, but wouldn't it be a treat to see our homegrown Rooibos tea stealing the show on the Paris runway.

**Q: Can we get a sneak peek of the design?**

A: Unfortunately not. We plan to keep the design under wraps for now and will only reveal it early in October which is recognised as National Breast Cancer Awareness Month.

**Q: How many Rooibos tea bags will be used in the making of the bra?**

A: Between 200 and 300 Rooibos tea bags will be used, but we need a lot more in order to trial and tweak the design (where necessary) as we go along.

**Q: How can the public participate?**

A: We are calling on the public to send in their USED Rooibos tea bags. Once you've enjoyed a cup of Rooibos tea, leave the teabag out to dry and either post or deliver it, along with a message of hope to those affected by breast cancer, to:

Storm in A-G Cup  
Shop 3  
44 Oxford Street  
Durbanville  
7550

Used Rooibos teabag donations can also be dropped off at any Storm in A-G Cup store. Parcels should be marked as "USED ROOIBOS TEABAGS FOR BREAST CANCER INITIATIVE" and should reach Storm in A-G Cup by **no later than 30 August 2019**.

**Q: Why only 'used' Rooibos tea bags?**

A: Steeping the tea bag in hot water (for about 5-6 minutes) will help to stain the Rooibos tea bag red, which is key to the colouring process of the bra.

**Q: How long will Storm in A-Cup have to make the bra?**

A: 30 days exactly!

**Q: Do you only want the public to send in Rooibos tea bags for the design of the bra?**

A: Yes, only Rooibos tea bags will be used in the design. The Rooibos tea leaves naturally stain the tea bags red, which will create the depth in colour we are aiming for.

**Q: Which partners are involved?**

A: The SA Rooibos Council, the Cancer Association of South Africa and Storm in A-G Cup.

**Q: Can Rooibos help to lower cancer risk?**

A: Rooibos isn't a silver bullet, but it does contain antioxidants that can help fight inflammation, which is a leading cause of cancer. When the body converts food to energy, it generates hundreds of substances called "free radicals". These free radicals are unstable atoms that damage cells, and over time, could cause illness. Rooibos has been proven to repair cell damage caused by free radicals.

**Q: How much Rooibos should one consume to benefit from its restorative properties?**

A: Researchers recommend up to six cups of Rooibos per day.

**Q: Where can the public get more information regarding the campaign?**

A: For more info and updates on the initiative, the public can visit

<https://www.facebook.com/rooiboscouncil/>