

Limited edition bracelet to help little warriors fighting rare childhood cancer

Tuesday 1 June, 2021

South of the River, a small fashion boutique based in Beckenham, Kent, is supporting Neuroblastoma UK, a national children's cancer charity this summer with a limited edition 'Warrior' Tile Bracelet.

Inspired by children with cancer and designed in collaboration with Neuroblastoma UK, each bracelet features white 'Warrior' tiles on a yellow and gold bracelet with blue highlights. South of the River will donate £3 from every 'Warrior' tile bracelet purchase to Neuroblastoma UK, a charity that funds vital research into neuroblastoma, a rare and life-threatening childhood cancer.

Bex Veasley, owner of South of the River said, "We created this wonderful tile bracelet for all the brave warriors fighting childhood cancer. It's a cause that is close to our hearts at South of the River and we are incredibly proud to support Neuroblastoma UK. The whole team and our customers love wearing our tile bracelets - to know that this 'Warrior' bracelet will raise money for research into this terrible disease and raise awareness of this rare cancer makes us love them even more."

Katherine Money, Fundraising Manager at Neuroblastoma UK said, "Around 100 children are diagnosed with neuroblastoma every year in the UK. Our brave warriors may need intensive treatment including chemotherapy, surgery and radiotherapy to fight their cancer, but devastatingly, neuroblastoma has one of the lowest survival rates of all childhood cancers. Thanks to the support of South of the River, we can fund more research to help scientists develop new, more effective and kinder treatments for these children. We've teamed up with the fundraising platform, Work for Good, to make it simple for small businesses to support a small charity like ours and make a big difference to the lives of children with cancer and their families."

From Tuesday 1 June, visit the South of the River boutique in Beckenham or online at <https://southoftheriver.co.uk/products/neuroblastoma-uk-x-south-of-the-river-warrior-bracelet> to purchase your exclusive, limited edition 'Warrior' tile bracelet for just £15.

The gorgeous bracelet can be worn on its own or stacked with other tile bracelets from the wide range. Each bracelet comes with a special thank you card and is packaged in a FairTrade organic cotton drawstring pouch.

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