

For Immediate Release



## Think Pink Europe announced as CEV's charity partner

### XLII General Assembly

In an effort to raise awareness and to expand its corporate social responsibility activities, the CEV announced earlier today its partnership with Think Pink Europe – an organisation whose primary goal is to promote the fight against breast cancer, which remains a matter of primary concern in Europe.

With over half a million women diagnosed with the disease every year and more than 100,000 people passing away annually, this is a major challenge that our society has to deal with – even in times of coronavirus pandemic.

*"The majority of our licensed Volleyball players in Europe are females – which makes Volleyball the team sport with the largest women's participation in Europe. Unfortunately, each one of us may know someone who is or has been fighting with breast cancer. Therefore, the subject is very close to our heart as well as to our clubs and players. The impact on society is so big that we feel the need to take our responsibility and help respond to this major challenge."*

**Mr Aleksandar Boričić – CEV President**

By utilising social media channels in conjunction with events like the Race for the Cure organised all over Europe and by delivering specific 'Think Pink games', CEV and Think Pink Europe want to work closely together to promote an early detection of the disease that can help save many lives.

*"The collaboration with a sport like Volleyball is not only interesting for the large community it reaches out to, but also for the impact and importance that sport has as a preventative measure. It reduces your chances of getting breast cancer."*

**Jürgen Vanpraet – Managing Director – Think Pink Europe**

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## Notes:

This article was prepared by Federico Ferraro from the CEV Corporate Communication Department, in partnership with Think Pink Europe.

For more information related to this release go to: [www.thinkpinkeurope.org](http://www.thinkpinkeurope.org) & [www.raceforthecure.eu](http://www.raceforthecure.eu)

When publishing this release on social media, we ask to link to our accounts and include the relevant #tags.

CEV social media accounts:

Facebook: <https://www.facebook.com/CEVolleyball/>

Twitter: <https://twitter.com/CEVolleyball>

Instagram: <https://www.instagram.com/cevolleyball/>

YouTube: <https://www.youtube.com/cevolleyball>

LinkedIn: <https://www.linkedin.com/company/cevolleyball>

#tags: #raceforthecure #EuropeanVolleyball

OTT Platform: <https://www.eurovolley.tv/>

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## Boilerplate:

The European Volleyball Confederation (CEV) is the institution responsible for governing 56 National Federations throughout Europe and is recognised as such by the Fédération Internationale de Volleyball (FIVB).

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to a higher level. Whether the game is played indoors, on sand or on snow, Volleyball connects and brings people together – from children playing in their free time up to professional, elite athletes.

We cultivate a strong sense of togetherness with all stakeholders, the Member National Federations, their national leagues, clubs, players, organisers and other partners of European Volleyball, from grassroots level to the top events.