



The Heart Pillow Project
with COCO-MAT

#heartpillow

Heart Pillow Project with COCO-MAT
1 sleeping pillow = 1 heart pillow

COCO-MAT supports for the 3rd year, people who have undergone breast surgery, donating heart-shaped pillows. Since 2012, COCO-MAT has offered 2.500 heart pillows to public hospitals in Greece and the rest of Europe.

For 2014-2015, COCO-MAT expands the project to more countries and hospitals.

In Greece all COCO-MAT shops will provide heart pillows to 8 Oncological & University hospitals' Breast Cancer Clinics.

Most of our shops in Europe will participate in this project such as: Berlin, Amsterdam, Düsseldorf, Rotterdam, Milan, Antwerp, Hamburg and Paris in cooperation with the American Women's Organizations (AWC) in these cities.

These organizations are member clubs of FAWCO (Federation of American Women Clubs Overseas), a UN-accredited NGO with Special Consultative Status to the UN ECOSOC. These AWCs operate worldwide, & among their philanthropic projects, the Heart Pillow Projects help provide, deliver and donate the heart pillows to various Oncological hospitals & Breast Cancer Centers in their region.

What is the heart pillow?

Heart pillow is a soft heart-shaped pillow which was designed to ease the pain and discomfort caused to women after breast cancer surgery. Heart pillows are given to women from the first phase of the post- surgical period, helping to facilitate their daily lives and recover faster. The Heart Pillow Project initiative began in 2001 at Erlanger Medical Center in Tennessee, USA and has expanded to more than 50 cities and 18 countries in the world since then.

The heart-shaped pillow is made of 100% cotton that ensures smooth contact with the skin & is filled with prewashed, pure virgin wool; it's washable & comes with care instructions. The heart-shaped pillow is given with a cotton COCOMAT bag which allows the patient to move freely and feel more comfortable with her appearance.

OCTOBER: Breast Cancer Awareness month
1 sleeping pillow = 1 heart pillow

Starting from October 2014 for one year, COCO-MAT will support the Heart Pillow Project. The concept is for each sleep pillow sold, COCO-MAT will donate a heart pillow to women in need.

However, a way to strengthen the heart pillow message is to support the project by organizing a pillow making event where the customer will have the opportunity to make their own personal sleep pillow and purchase it in a lower price. This action took place in October in Amsterdam, Düsseldorf, Rotterdam, Milan, Antwerp, and Paris and in November in Berlin and Hamburg.

GIVING STRENGTH TO PEOPLE IN NEED.

www.coco-mat.com

www.facebook.com/coco-mat.gr

