

Under the Sign of the Pink Ribbon

5,500 individuals (including some fifty-five men!) develop breast cancer every year in Austria. The diagnosis comes as a severe shock, upending one's entire life in a second, and the arduous struggle with the disease begins. On top of the exhausting therapy, there is a prominent element of fear always present. Many of those afflicted seek advice and support during this difficult time from Austrian Cancer Aid. The trademark Pink Ribbon was launched in 2002 with the express purpose of mobilising women to schedule timely dedicated medical examinations. This programme focuses on the great importance of early detection and the call for solidarity with patients, along with direct and rapid help for people who are suffering from breast cancer. In addition to symbolising solidarity, the Pink Ribbon also stands for and supports research & education about breast cancer.

Our collaboration with Austrian Cancer Aid – Secco Rosé Pink Ribbon Edition

Weingut Leo HILLINGER has been supporting Austrian Cancer Aid from the very beginning. As an official Pink Ribbon partner, we have given this sparkling wine its own unique label. The Secco Rosé Pink Ribbon Edition bears the pink ribbon on the label, symbolising our partnership. A portion of the proceeds from the sale of this product goes to the Austrian Cancer Aid.



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