

Resurs Bank to repeat its “A good cause” concept to benefit cancer research.

SEK 10 million. This is the amount raised to date as a result of Resurs Bank’s long-standing support of the Swedish Cancer Society’s Pink Ribbon campaign for cancer research. Once again this year, Resurs will use its “A good cause” concept – via the Supreme Card Woman – to make consumers aware that they can make a difference through small everyday actions.

Resurs Bank has been a partner of the Cancer Society’s Pink Ribbon campaign through Supreme Card Woman since 2007. Resurs donates one krona to cancer research for every purchase made using the card. Last year, Resurs launched the concept of “A good cause” to highlight the fact that everyone can make a difference in their everyday lives in an easy way.

“Our Supreme Card customers responded positively to last year’s ‘A good cause’ concept and so we will continue with the same concept this year. It is an important signal for a consumer to know that every purchase includes a charitable donation, something that we believe increases commitment to the importance of cancer research not just in October but also every other month of the year,” says Camilla Redestam, Nordic Sales Manager Credit Cards, Resurs Bank

The aim of the Cancer Society’s Pink Ribbon campaign is to fund cancer research, spread awareness of breast cancer and shape public opinion. 2019 will be the 17th consecutive year that the campaign has been held, and Resurs Bank has been involved for 12 of these years.

“We are proud and grateful that Resurs Bank has been a partner of the Cancer Society’s Pink Ribbon campaign since 2007. The company’s involvement is important and contributes to the Society’s vision of finding cures for cancer,” says Jeanette Sundin, Director Communications and Marketing, the Swedish Cancer Society.

Every year about 60,000 people in Sweden are diagnosed with cancer, of whom about 8,000 have breast cancer. Some 30 per cent of all cancer in women is breast cancer, making it the most common form of cancer among women. The chance of being cured of breast cancer has increased in recent decades. The survival rate for breast cancer is now slightly more than 80 per cent. This is due to an increasing number of cases being detected at an early stage and improvements in treatments.

More information is available from:

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ABOUT RESURS BANK

Resurs is a Nordic niche bank that offers leading payment and financing solutions for the retail industry and its customers. We help companies and private individuals with lending, saving and payments. With more than 40 years of experience in the retail sector, we make shopping online and in stores quick, easy and secure. We focus on the customer experience and make good things happen and the hard feel easier. We have about 6 million private customers and more than 700 employees in the Nordics.