



For General Release

GIVE THE GIFT OF RESEARCH THIS MOTHER'S DAY

This Mother's Day forget about traditional gifts like chocolates, chrysanthemums and breakfast in bed...register for the *Mothers Day Classic* and by walking or running on May 11, you can give the valuable gift of breast cancer research.

The *Mothers Day Classic* is a nationwide walk/run which raises vital funds for the National Breast Cancer Foundation (NBCF). Since being launched in 1998, the event has raised more than \$3 million for breast cancer research and last year over 50,000 Australians participated nationwide!

Purchasing registration for a loved one and joining them for the event is a fabulous Mother's Day gift idea. Participating in the 4km or 8km course is a great chance to support breast cancer research in a fun, relaxed environment.

In 2008 the *Mothers Day Classic* will be held in Adelaide, Brisbane, Canberra, Hobart, Melbourne, Perth, Sydney CBD and Parramatta. Those in regional areas are also encouraged to participate by staging their own *Mothers Day Classic* event in their local area.

The *Mothers Day Classic* was established by Women in Super, a group that provides networking opportunities for all women in the superannuation industry. Over the past 11 years Women in Super has created an event that provides the community with a great way to celebrate Mother's Day and also to support breast cancer research,

"The *Mothers Day Classic* is a fun, family event with an important purpose. It's an opportunity to support or pay tribute to loved ones who have been through the breast cancer journey while raising further funds for breast cancer research. On behalf of Women in Super I urge you to register and walk or run with us towards the prevention and eventual cure for breast cancer" said Women in Super national spokesperson, Mavis Robertson.

Participants can add to the amount of money raised for breast cancer research by getting friends, family and colleagues to sponsor their participation. Obtaining sponsorship not only results in increased funds, but also gives those who are unable to attend a chance to contribute.

The *Mothers Day Classic* is proudly sponsored by Members Equity Bank - the bank for working Australians. Members Equity Bank provides low cost banking products and services to everyday Australians including low cost home loans, savings accounts, personal loans, credit cards and business banking services. This year will be the fourth year that Members Equity Bank has been the major sponsor of the *Mothers Day Classic*.

The proceeds from the 2007 *Mothers Day Classic* have been used to fund five exciting new research projects plus two ongoing projects, supporting breast cancer researchers around the country,





“The money raised from the *Mothers Day Classic* is the largest single donation the National Breast Cancer Foundation receives each year. We believe the funds raised will continue to contribute to research that will eventually defeat breast cancer while improving the chances of more women surviving and living to enjoy retirement” Ms Robertson says.

One in eight women will be diagnosed with breast cancer in their lifetime, with more than 13,000 new cases expected this year. New diagnoses are also expected in 95 men. The serious nature of breast cancer is exemplified at the *Mothers Day Classic* by the thousands of women, men and children wearing tribute cards to support loved ones currently being treated for breast cancer, and to remember those lost to the disease. A minute of silence is also held to acknowledge those who have died from breast cancer.

The National Breast Cancer Foundation promotes high quality research into the prevention, detection and treatment of breast cancer. Events such as the *Mothers Day Classic* allow the NBCF to fund research which produces real results. So this Mother’s Day register for the *Mother’s Day Classic* and give the gift of breast cancer research.

Join thousands of people around the country on Sunday 11 May at:

- Adelaide** Pinky Flat
- Brisbane** South Bank Parklands - Cultural Forecourt
- Canberra** Grevillea Park
- Hobart** Domain Athletics Centre and Queen's Domain
- Melbourne** Alexandra Gardens and the Tan Track
- Perth** Lake Monger
- Sydney** The Domain and Parramatta Park

And it’s not all exercise! There will be entertainment, face painting, jumping castles for the kids and fantastic prizes to be won.

For more information or to register, visit www.mothersdayclassic.org or phone:

National	1800 000 118	Hobart	1300 762 241
Adelaide	(08) 8232 1847	Melbourne	(03) 9645 1333
Brisbane	(07) 3868 2444	Perth	(08) 9204 1899
Canberra	1300 762 241	NSW events	(02) 9431 9100

Or to stage a regional event in your town call (03) 8677 3847.

-ends-

For media information or to **arrange interviews or photo shoots** with NBCF spokespeople, breast cancer survivors or event participants, please contact:

Leonie Walton - National Breast Cancer Foundation
 Phone: (02) 9299 4090 or 0431 159 429 Email: leonie.walton@nbcf.org.au

