



MEDIA RELEASE

16 November 2004

DRESS DOWN IN FINE STYLE AND SUPPORT CANCERPLUS

The Cancer Council invites Tasmanians to "***Dress Down in Fine Style***" on **Friday 19 November** and donate the funds raised to assist **CancerPLUS**.

The event official date is Friday 19 November but participants can hold their fundraising event any time during November.

Dress Down Day will raise funds for **CancerPLUS (Parents Like Us)** - a Tasmanian program set up by The Cancer Council Tasmania that provides financial and emotional support to the families of children with cancer.

The focus of **CancerPLUS** is to educate, support, serve and advocate for families of children with cancer, survivors of childhood cancer and the professionals who care for them. In the longer term it aims to develop Tasmanian paediatric cancer services through its affiliation with the International Confederation of Childhood Cancer Parent Organisations

In Australia there is now a 76% survival rate for childhood cancer, but treatment can take two to three years with significant family upheaval (for Tasmanians this can often involve extended treatment interstate, frequently accompanied by separation anxiety).

CancerPLUS will be able to help kids and their families to build a better future.

Dress Down Day Launch

Date: **Wednesday, 17 November, 2004**

Location: The Cancer Council Tasmania, 180 - 184 Collins Street, Hobart

Time: 12 noon

- **What's Happening at the Launch**

Michelle Woods is a 12 year old from Triabunna who will be presented with a laptop computer jointly funded by Rotary Club of Hobart and Corporate Express. Michelle was diagnosed with a brain tumour at the age of three and because of extensive treatment and related disabilities she has had severe learning difficulties. This computer will provide therapeutic as well as educational benefits for Michelle.

- **Who will be attending the Launch**

Cancer Council staff, sponsor representatives from Corporate Express and the Rotary Club of Hobart, CancerPLUS Fundraising Committee members and Dress Down Day sponsor representatives from Diamond Island Resort and Meat & More.

Dress Down Day provides an excuse for workplaces statewide to “down” uniforms and get rid of ties for a worthy cause. People are encouraged to dress down, dress up, or even dress like their favourite hero – so long as they make a donation to The Cancer Council Tasmania.

Traycee Powell, the Cancer Council’s Fundraising Coordinator said “the Council was hoping to see a lot of Tasmanian workplaces supporting the theme and turning out in fine style with innovative dress themes on 19 November. “

“The day is designed to be a bit of light hearted fun at the end of the working week, while at the same time providing much needed funds to the Cancer Council Tasmania so that it can continue to fund CancerPLUS and support parents of children who are being treated or have been treated for cancer.”

“In previous years, many organisations have combined the day with a raffle, morning tea, fancy dress competition, or even an early Christmas party”.

There are some great incentive prizes on offer also. All participating workplaces that bank their funds raised by Friday 17 December will go in the draw to win an East Coast Escape package, consisting of a gourmet hamper and one nights accommodation at the four star Diamond Island Resort, Bicheno.

Stickers are available as part of the Dress Down Day kit for those workers that can’t dress casually but want to show their support for the event. Last year, Dress Down Day raised over \$13,000 for Cancer Council programs.

One in three Tasmanians will be diagnosed with a life threatening form of cancer, and many more will be touched indirectly by cancer.

To register for Dress Down Day call the Cancer Council Tasmania on **1300 65 65 85**.

ENDS

FOR FURTHER INFORMATION:

Dress Down Day images are available on request.

CANCERPLUS INFORMATION:

State Support Services Officer, Margaret Egan: 6336 2030/0417 588 718

DRESS DOWN DAY INFORMATION:

Traycee Powell, Fundraising Coordinator: 6233 2030/0438 747 169