



# MEDIA RELEASE

7 October 2004

## BUY A PINK RIBBON – NOW AND FOR THE FUTURE

The Cancer Council Tasmania is asking Tasmanians to “support the power of pink” this month by purchasing one of their silk or enamel pink ribbons for Pink Ribbon Day, which is being celebrated on Monday 25 October.

Merchandise boxes are on sale at retail outlets throughout the month of October raising funds to support Tasmanian women with breast cancer. The pink ribbon is a national symbol of support and recognition for women who have been touched by breast cancer.

One in eleven Tasmanian women are diagnosed with breast cancer, making it the most common cancer in women. Around 240 new cases of breast cancer are identified annually and between 80 - 90 women die from the disease.

The Cancer Council CEO, Lawson Ride, said progress had been made since the introduction of Pink Ribbon Day as a fundraiser in Australia in 1994.

“Since Pink Ribbon Day’s inception, we have seen a decrease in the breast cancer death rate, and an increase in awareness of the disease leading to earlier detection and higher survival rates.

“Five year relative survival rates for women with breast cancer have increased from 72% to 84% in ten years.”

The state fundraising target is \$85,000, contributing to a national fundraising target of \$1,555,000

Rosemary Kerrison\*, a breast cancer survivor and member of Cancer Connect’s Breast Cancer Support Service supports the event.

“As a breast cancer survivor, I am proud to support Pink Ribbon Day as the funds raised help with the day-to-day challenges of living with breast cancer by providing support services and assistance for women with cancer, and their family and friends.”

Proudly sponsored by

**Commonwealth Bank**



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### **\* INTERVIEW OPPORTUNITY :**

**1) SOUTH: Mrs Rosemary Kerrison and her daughter talking about how Rosemary’s diagnosis impacted on them both and the rest of the family:**

**Mobile: 0408 127 330 / Tel: 6273 4192**

**2) NORTH: Mrs Sue Scolyer and daughter Jacqui Reid. Tel: 6330 2275**

**For more event information:** Fundraising hotline: 1300 65 65 85

Website: [www.pinkribbonday.com.au](http://www.pinkribbonday.com.au).