



MEDIA RELEASE: EMBARGOED TILL 10.30AM

3 November 2004

State's Largest Fundraising Event Launched

The state's largest fundraising event, Relay For Life, was launched today by The Cancer Council Tasmania. Raising funds for community cancer services, Relay For Life Series 5 has been set a \$600,000 + fundraising target.

At the launch held at the Domain Athletic Centre, TCCT Chairman Harvey Cuthill said the three event series – to be held in Hobart, Launceston and Penguin during February and March next year – was following on from a new national fundraising record achieved at this year's Tasmanian Relay series.

"It is an ambitious target but community support for the cancer cause is strong and this year we achieved a national fundraising record as the first state cancer organisation to auspice a fundraising event that raised more than \$1 per head of population.

"4450 participants across 240 teams raised \$575,000 (gross) across the state which was a stunning achievement. "

Mr Cuthill also paid tribute to the event's major sponsor, SMF Funds Management Pty Ltd (Financial Planning and Superannuation Specialists), which has signed on as Relay's major sponsor for the third consecutive year. Other sponsors acknowledged were the Hydro, Southern Cross Television, the Tasmanian Radio Network (Magic107, 7LA, 7BU and 7AD) and print media supporters, the Mercury, Examiner and Advocate newspapers.

Since its inception in 2001, Relay For Life has raised over \$1.5 million (gross) for The Cancer Council Tasmania's support and information services.

Mr Cuthill also cited the impressive cost efficiency of Relay For Life which in 2004 incurred overall administrative cost of 9.92 cents in the dollar.

"That administrative efficiency has been made possible by the large team of volunteers who co-ordinate the Relays and in particular the Lions and Rotary Club volunteers who form the event organising committees. Without their support and skills Relay could not happen."

Relay For Life event dates for 2005 are Hobart (February 26-27), Penguin (March 5-6) and Launceston (March 19-20). To register or for further information telephone 1300 65 65 85.

ENDS

Launch Details:

Date & Time: Wednesday, 3 November at 10.30am, followed by morning tea

Location: Function Room above grandstand, Domain Athletic Centre

For Further Comment:

Lawson Ride, Chief Executive Officer; 0418 129 757

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ATTACHMENT OF RELAY FACTS & STATISTICS TO FOLLOW