



## **MEDIA RELEASE**



24 October 2008

### **Generous Tasmanians always into the pink**

*Pink Ribbon Day Monday October 27*

Pink Ribbon Day is when the community traditionally comes together to show support for the hundreds of Tasmanian women battling breast cancer.

In Tasmania, over 320 women are diagnosed with breast cancer each year while more than 80 women tragically lose their lives to this terrible disease.

Cancer Council Tasmania fundraising manager Lisa Burstall says a breast cancer diagnosis is so traumatic that it usually turns a woman's family and working life completely upside down.

"Pink Ribbon Day is an opportunity for us all to get behind and show our support for all women affected by breast cancer," Ms Burstall says.

"Money raised on Pink Ribbon Day on Monday October 27 stays in Tasmania to help the Cancer Council provide support services to improve the quality of life for those affected by this disease," she says.

"Thanks to continuing strides made in cancer research, largely funded by community support, 85 per cent of women survive their brush with breast cancer, which is up 14 per cent on just 20 years ago."

Ms Burstall says the Think Pink Ball in Launceston on Saturday October 18 was a sell-out once again while the Pink Ribbon Day Breakfast at Moorilla is fully booked with 260 guests rising early for the event.

Meanwhile, a number of community groups around the state will run independent fundraising events. These include the Zonta Group and Jock Littler on the North West Coast and Drysdale House in Launceston.

Pink Ribbon Day supporting partners include 20th Century Fox, Amcal, Best & Less, Be Me, Crossroads, Curves, GE Money, Harper Collins, Janome, Jeanswest, Lenards, Miller's Fashion Club, Rockmans, Sass & Bide, The Fitness Generation, TNT and Wombat

**For comment please call Lisa Burstall on 0419 525 080**

**For picture opportunities see attached list of Pink Ribbon Day stalls.  
Ends**

## Pink Ribbon Day stalls

### South

- Calvary Hospital
- Cancer Council Tasmania
- Cat & Fiddle
- Centrepoint
- Centro Glenorchy
- Centro New Town (outside Coles)
- Claremont Village Shopping Centre
- Cnr Liverpool & Elizabeth Street (outside the Commonwealth Bank)
- Coles Kingston
- Eastlands Rosny
- Hobart Private
- Kingston Town Shopping Centre
- Myer Murray Street
- Northgate Glenorchy
- Royal Hobart Hospital
- Shoreline Howrah
- Sorell
- Trafalgar
- Wellington Walk
- Woolworths Moonah

### North

- Brisbane St Mall
- Centro Meadow Mews
- Launceston Centro Kmart
- Launceston General Hospital
- Mowbray Market Place
- Northern Cancer Support Centre
- Prospect Vale Market Place
- Riverside Shopping Centre
- Woolworths **Deloraine**
- Woolworths **George Town**

### North West

#### Burnie:

- Bolands Arcade
- Burnie Post Office
- Centro Plaza (Kmart)
- NWR Hospital

#### Penguin:

- Penguin Newsagency

#### Queenstown:

- Main Street

#### Smithton:

- Smithton Newsagency