



# MEDIA RELEASE

28 September 2006

## FOCUS ON BREAST HEALTH DURING OCTOBER

The Cancer Council Tasmania is encouraging all women to be breast aware as we head into an important month for all women – Breast Cancer Awareness Month - in October.

Each year in Australia, around 11,800 women are diagnosed with breast cancer and approximately 2,600 will die of the disease. It is the most common cancer diagnosed in Tasmanian women with around 300 new cases of breast cancer identified annually and more than 50 women die from the disease.

On the positive side, survival rates from breast cancer are good, due largely to advances in early detection and treatment.

Recently, we have seen young, high profile celebrities fighting their own battles with breast cancer, so women of all ages should be vigilant about their health. October is when women are encouraged to take a look at their breast health.

Pink Ribbon Day, on October 23, is the national day to get behind breast cancer awareness. The pink ribbon is a national symbol of support and recognition for women who have been touched by breast cancer and buying a ribbon, wristband or pin will help The Cancer Council provide support and information services to women affected by the disease.

This year, The Cancer Council Tasmania is encouraging people to get behind Pink Ribbon Day and support of women's cancers in a number of different ways. There are the traditional means of purchasing a Pink Ribbon item at a retail outlet or taking a box of ribbon merchandise to sell at your workplace or among your friends.

But there are also a number of special events to get involved with this year, including in the south of the state, the ***Pink Ribbon Breakfast*** at Moorilla on Pink Ribbon Day (23 October) and in the north, there's the ***Think Pink Ball*** at the Country Club on Saturday, 28 October.

People who want to hold their own private function in support of breast cancer awareness month can hold a ***Girls Night In*** get together, any time during October.

Girls Night In falls within Breast Cancer Awareness month and supports all women's cancers. Girls Night In encourages women to hold a private function at home for their friends who donate money to help raise funds for breast and gynaecological cancers.

## EVENTS DURING BREAST CANCER AWARENESS MONTH

- Monday 23 October **Pink Ribbon Day for Breast Cancer Awareness**  
(and throughout October) Merchandise and stalls statewide  
[www.pinkribbonday.com.au](http://www.pinkribbonday.com.au)
- Monday 23 October **Pink Ribbon Day Breakfast, Hobart**  
7am-9am, Moorilla Estate  
[www.cancertas.org.au](http://www.cancertas.org.au) or 03 6233 2145
- Tuesday 24 October **Breast Cancer Awareness Breakfast, Devonport**  
The Zonta Club of Devonport . Location: Devonport RSL Club on  
between 7.00 am and 8.00 am. Bookings can be made to Jenny  
Rimmer on 6424 9432.
- Saturday 28 October **Think Pink Ball, Launceston**  
Country Club Resort  
[www.cancertas.org.au](http://www.cancertas.org.au) or 03 6336 2120
- Throughout October **Girls Night In**  
Give the boys a night off, get the girls together  
[www.girlsnightin.com.au](http://www.girlsnightin.com.au)

For information on these events contact 1300 65 65 85 or visit [www.cancertas.org.au](http://www.cancertas.org.au)

For more information on The Cancer Council Tasmania's services and programs, contact the Cancer Council Helpline on 13 11 20.

**ENDS**

### FOR MORE INFORMATION CONTACT:

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