



Media Release
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IGA shows commitment to communities

The Cancer Council Tasmania's Relay For Life, the State's largest fundraising event, will expand to St Helens in 2007 thanks to the generous support of IGA Supermarkets Tasmania.

IGA Supermarkets Tasmania, which comprises Festival IGA, Supa IGA, Value Plus IGA and Friendly Grocer IGA, is this year's major sponsor of the Relay, which was launched in Hobart today.

Tasmanian Independent Retailers (IGA) General Manager Peter Wise said the Relay was a true community event with thousands of Tasmanians coming together in venues across the State to raise funds to support the important work of The Cancer Council.

"We believe with our network of stores throughout Tasmania IGA can add another dimension to each regional event by utilising our resources both at a store level and through our own marketing programs to increase the reach of the Relay," Mr Wise said.

The Cancer Council Tasmania CEO Lawson Ride said [that thanks to the event's sponsors and volunteer committees, 88 cents in every \\$1 raised went to fund Tasmanian support and information services.](#)

"Relay for Life 2007 has a statewide target to raise over \$800,000 and is the only cancer fundraiser anywhere in Australia to raise more than \$1 per head of state population," Mr Ride said.

Now in its seventh year, the Relay will be held in four venues around the State – Hobart, Launceston, Penguin and for the first time St Helens.

Mr Wise said he hoped bringing the Relay to regional areas, such as the East Coast, would engage individuals, families and businesses with a sense of community and fun for a good cause.

"The fact that it has attracted the involvement of 20,853 people in 1123 teams statewide reflects the true community appeal of the event, making it an ideal partnership for IGA," he said.

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