



MEDIA RELEASE

21 October 2005

HELP CHANGE THE LIVES OF WOMEN DIAGNOSED WITH BREAST CANCER

The Cancer Council Tasmania is asking Tasmanians to “support the power of pink” during October by purchasing one of their pink ribbons for Pink Ribbon Day, which is being celebrated this Monday, 24 October.

Merchandise boxes of silk and diamante ribbons 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.

It is the most common cancer diagnosed in Tasmanian women with around 300 new cases of breast cancer identified annually and around 70 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.

“And the support services provided by The Cancer Council have improved the quality of life for women affected by breast cancer.

“By raising funds - either through selling merchandise, purchasing a ribbon or pin from one of our retail partners, or making a donation, supporters of Pink Ribbon Day can change the lives of women affected by breast cancer.”

Pink Ribbon Day donations will help The Cancer Council Tasmania to:

- Help those affected by breast cancer right now, by offering support services to help them and their family through their cancer diagnosis and treatment.
- Educate women to be 'breast aware'.
- Fund breast cancer research.

The state fundraising target for 2005 is \$86,000 with all funds raised staying in the state to benefit Tasmanians and their families dealing with a breast cancer diagnosis.

For more event information: Cathie Shirley: 0438 081 869

Fundraising hotline: 1300 65 65 85

Website: www.pinkribbonday.com.au

See attached for a list of Pink Ribbon Day events/activities

PINK RIBBON DAY RELATED EVENTS:

Event/Date	Location	Contact	Phone
Think Pink Cocktail Party: Friday 21 Oct @ 7pm	Museum at Inveresk, Launceston	1) Jen Lyall, or 2) Heather Millwood	0408 512 042 0419 575 171
Ulysses Motorcycle Club Pink Ribbon Ride & Gathering: Sunday 23 October from 12 noon	Campbell Town Recreation area	Martin Agatyn	0408 378 409
Pink Ribbon Breakfast: Monday 24 October from 7am	Esk Café at the Queen Victoria Museum, Inveresk	1)Jen Lyall, or 2)Heather Millwood	0408 512 042 0419 575 171