



**Embargoed to 6pm 4 October 2006**

## **MEDIA RELEASE**

**4 October 2006**

### **Relay money comforts and cares for those affected by cancer**

The state's biggest money making fundraiser, Relay For Life, was launched in Launceston last night by The Cancer Council Tasmania.

With a statewide target of over \$800,000 in 2007, Relay For Life Tasmania is the only cancer fundraiser anywhere in Australia to raise more than \$1 per head of state population. In February, the Launceston event alone raised over \$265,000 for The Cancer Council Tasmania's support and information services.

In addition to dollars raised, the fundraiser is a significant Launceston community event that earlier this year attracted 1964 participants in 92 teams for a weekend full of fun, compassion and hope.

Speaking at the 2007 launch, The Cancer Council Tasmania CEO Lawson Ride said money raised at Relay events made a real difference to the lives of those one in three Tasmanians affected by cancer.

Mr Ride used the launch to announce the appointment of a Nurse Navigator at the Launceston General Hospital to negotiate the cancer treatment maze for patients, their family and friends.

At a cost of \$50,000 a year, the nurse will provide a first point of contact for those newly diagnosed with cancer.

"As anyone directly or indirectly affected with cancer knows, the first days following a diagnosis are usually a fog of confusion, and yet there is so much to do and know," Mr Ride said.

"Now, The Cancer Council Tasmania will provide someone to turn to: a nurse to navigate the treatment options, answer questions, organise transport and point the way to the services upon which patients and their families may come to rely," he said.

"It is important that those on the cancer journey get full physical, emotional and practical support. Our Nurse Navigator will become a familiar, helpful and friendly face for patients as they progress through their treatment.

“This long overdue service is only possible because of the ongoing support shown by Tasmanians for Relay For Life.”

Mr Ride also paid tribute to the event’s sponsors, including IGA, Hydro Tasmania and SMF along with media companies Southern Cross Television and the Tasmanian Radio Network (Magic 107.3, 7LA, 7BU and 7AD).

The Cancer Council’s support and information services include the Cancer Council Helpline 13 11 20, Cancer Connect and its four Cancer Support Centres in Hobart, Launceston, Devonport and Burnie.

Relay For Life in Launceston will take place on the weekend of 3-4 March 2007 at the St Leonards Athletics Centre. For more information about the event call 1300 65 65 85.

In its sixth year, Relay For Life 2007 has expanded to a four-event series with the addition of an east coast Relay at St Helens.

**Other Tasmanian Relay For Life dates:**

- HOBART – 24-25 February 2007 (Domain Athletics Centre)
- PENGUIN – 24-25 March 2007 (Dial Sporting Complex)
- EAST COAST – 31 March/1 April 2007 (St Helens Sports Complex)

**For comment please call Lawson Ride on 0418 129 757 or Cathie Shirley, Director, Fundraising & Communication on 0438 081 869**

**Ends**