



MEDIA RELEASE

20 October 2006

BIKERS GO PINK TO SUPPORT BREAST CANCER CAUSE

Members of Ulysses Motor Cycle Clubs from all areas of the state will be converging on Campbell Town at midday this Sunday (22nd) to support The Cancer Council Tasmania's Pink Ribbon Day event.

As well as being a great social opportunity for members, they are passionate about showing their support for women affected by breast cancer and will be proudly displaying and purchasing the pink ribbon merchandise at the event.

A number of businesses and service clubs will be donating food and resources for the traditional barbecue to be hosted by the Tamar Tourers, so that all funds raised go to the breast cancer cause.

A highlight of the Club get together will be the awarding of the perpetual trophy for "Best Dressed Bike or Rider" which demands creative application of the colour pink to both bikes and bodies !

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 50 women die from the disease each year.

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 Pink Ribbon Day 2006 is \$82,000 with all funds raised staying in the state to benefit Tasmanians and their families dealing with a breast cancer diagnosis.

For more information about the Ulysees Bike Ride : Alan Wood; Mob: 0428 991 078

Pink Ribbon Fundraising hotline: 1300 65 65 85 Website: www.pinkribbonday.com.au