



MEDIA RELEASE

Monday 22 September 2008

Walk, jog or run – and help save lives.

Avon race for research holds an important place in the hearts of many people in the local Hunter community.

On Sunday 26 October 2008, this special event will bring together breast cancer survivors, their friends, family and work colleagues to help raise vital funds for breast cancer research.

Avon race for research is a 5km fun run/walk along the picturesque Newcastle Foreshore. For individuals and family groups, it is the perfect way to spend a Sunday morning and support a worthwhile cause. For those touched by breast cancer, it is an uplifting and powerful symbol of community spirit and personal healing.

Since the first race for research in 1996, the event has established itself as one of the largest not-for-profit events in Newcastle and the Hunter Region, raising \$350,000 for the Breast Cancer Institute of Australia (BCIA).

Julie Callaghan, Race Director and General Manager of the BCIA, said this is an important contribution to research progress and benefits all women, both in the local area and throughout Australia.

“Our goal is to ensure that every woman is cured of breast cancer, and to prevent breast cancer for all women. To achieve this, we are committed to funding quality, clinical trials research,” said Ms Callaghan. “We encourage everyone to take part in Avon race for research and help bring us closer to making our goal a reality.”

The race is open to men, women and children of all age groups, in a variety of categories, including family and corporate teams. Everyone who completes the course will receive a free sunscreen and lip balm, generously provided by Avon.

The 2008 Avon race for research will be officially launched today at the Crowne Plaza Newcastle.

Entry forms will be available from today at Newcastle Permanent, online at www.bcia.org.au, or by visiting the Breast Cancer Institute of Australia at Suite 2, 227 Darby Street, Newcastle.

Special thanks go to our major sponsors: Avon, Newcastle Permanent, The Herald, Southern Cross Ten and NXFM.

**For further information, please contact:
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