



MEDIA RELEASE

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The diary you can depend on!

October is National Breast Cancer Awareness Month and the Breast Cancer Institute of Australia has the perfect way for you to show your support for breast cancer research.

Buy the 2009 Australian Women's Health Diary and you will get more than just a beautiful, pink diary. It's an organiser, a source of valuable health information, and a great gift idea.

Best of all, every purchase is helping to save lives.

Since the first edition in 1999, the Australian Women's Health Diary has raised \$4.3 million to support vital breast cancer research.

With more than one in 10 women diagnosed with breast cancer during their lifetime, raising funds for research has never been more important.

Seven News anchor, Chris Bath, is passionate about the diary.

"I depend on my Australian Women's Health Diary to help organise my busy life. But we all depend on the breast cancer research it supports, because one day this research could save your life or the life of someone close to you," says Chris.

The 2009 Australian Women's Health Diary is an essential item for women of all ages. It is filled with up-to-date information to help you lead a balanced and healthy lifestyle, along with all the features to organise our increasingly busy lives.

The diary is generously sponsored by The Australian Women's Weekly, Commonwealth Bank and Avon. The ongoing sponsorship provided by these organisations is critical to the success of the diary and to the continued progress of our breast cancer research programs.

The 2009 Australian Women's Health Diary - available now for just \$12.95 from newsagents, selected Woolworths and Safeway supermarkets, selected Commonwealth Bank branches, order online at www.bcia.org.au or call 1800 423 444.

About the Breast Cancer Institute of Australia (BCIA)

The BCIA is committed to funding the Australian New Zealand Breast Cancer Trials Group. This is Australia's national organisation dedicated entirely to breast cancer clinical trials research. Its research aims to identify the most effective treatment to cure every person diagnosed with breast cancer, and prevention for all those at risk.

For further information or to obtain images or a sample of the diary, please contact:

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