



Australian New Zealand  
Breast Cancer Trials Group

AVON

## MEDIA RELEASE

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### **Another step closer to a world without breast cancer**

**26 October 2008**

On the eve of Australia's Breast Cancer Day, Avon has donated \$500,000 to help bring a national research group another step closer to its goal of 'a world without breast cancer'.

Michaela Groves, Public Relations Manager of Avon Australia, presented the outstanding donation to Professor John Forbes, Director of Research of the Australian New Zealand Breast Cancer Trials Group (ANZ BCTG), Australia's only national research body conducting clinical trials for the cure and prevention of breast cancer.

The presentation took place today at the Avon race for research, an annual fun run/walk held on the Newcastle Foreshore, and stunned the crowd of more than 3,200 people who had participated in the event.

Avon has now donated more than \$7.5 million to breast cancer research and support programs in Australia since 1996. Professor Forbes said Avon and its Sales Representatives can be proud that they are contributing to this research and saving lives every day.

"The ongoing support we receive from Avon is an investment in the lives of Australian women and in communities. Today, our researchers have ideas and opportunities not imagined just 10 years ago. With the help of Avon and its dedicated team, we look forward to collaborating with our colleagues globally to translate these ideas into better outcomes for women in Australia and throughout the world," said Professor Forbes.

For more than 30 years, the ANZ BCTG has played a major role in the global fight against breast cancer. Its research program involves every major hospital in Australia as well as international clinical trial groups. Sharing knowledge and resources ensures that answers to important research questions can be obtained more quickly and with greater scientific integrity.

Mr Anthony Dene, Avon Australia's Vice President of Marketing, said:

"We recognise the important role that clinical trials research plays in learning new and more effective ways to treat breast cancer, and learning more about prevention of breast cancer for all women. We are proud to have supported the ANZ BCTG research program since 1996."

Avon raises funds through the sales of specially designed Pink Ribbon products. These are available through the Avon brochure or by calling 1800 646 000.

Avon race for research is an annual 5km fun run/walk. Today's event attracted women, men and children of all ages who helped to raise a further \$75,000 for the breast cancer research programs of the ANZ BCTG.

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**For further information on this media release, or for an interview, please contact:**

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