



MEDIA RELEASE

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A great Christmas gift idea to support breast cancer research.

The 2009 Australian Women's Health Diary makes a thoughtful gift for mums, wives, sisters, aunts and friends. Plus, every purchase is supporting breast cancer research and helping women everywhere.

Look for the diary with its beautiful pink floral cover in newsagents, selected Woolworths and Safeway supermarkets and selected Commonwealth Bank branches. It is available now for just \$12.95.

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

Seven News Anchor, Chris Bath, has written the Foreword for the diary and urges everyone to support this important fundraising initiative.

"This diary is a great stocking-filler and a great way to make a valuable contribution to breast cancer research," says Chris. "Buy a copy for yourself and the other women in your life this Christmas and help save lives."

The 2009 Australian Women's Health Diary is packed with the latest information to enhance general health and wellbeing, and contains all the essential diary features to help you get organised.

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:

Jenny Leggett, Public Relations Manager
02 4925 3022 / 0407 919 767 / j.leggett@bcia.org.au
Breast Cancer Institute of Australia
PO Box 283, THE JUNCTION NSW 2291