



MEDIA RELEASE

Thursday 27 November 2008

Outstanding success for local fun run.

Newcastle's premier community event, Avon race for research, surpassed all expectations this year attracting a record 3,380 entrants and raising a remarkable \$91,850 for the Breast Cancer Institute of Australia (BCIA).

Julie Callaghan, Race Director and General Manager of the BCIA, said the 2008 event, held on 26 October, was the most successful in the 12 year history of the race.

“Community support for our event this year has been extraordinary. People who participated have said what a special atmosphere there is at the race. Our event has become a true celebration of life, remembrance and hope for the future.”

Ms Callaghan also acknowledged the outstanding contribution from Avon, who chose this special event to present a cheque for \$500,000 to the BCIA which they raised nationally this year via sales of Avon Pink Ribbon Products.

“Our special thanks go to Avon who continue to support our event and our fundraising efforts for breast cancer research. Their support is an investment in the lives of Australian women.”

The Newcastle Permanent Sponsorship Challenge, a key component to the Avon race for research, was again a great success. The winner raised an incredible \$2,303 and received a \$500 Rapid Saver Account from Newcastle Permanent for their wonderful fundraising efforts.

Ms Callaghan said, “Our sincere thanks go to Newcastle Permanent and their dedicated staff who offer tremendous support for this event. We also extend our thanks to the many generous sponsors and committed volunteers without whom this event would not be possible.”

Funds raised by this year's Avon race for research will help to support clinical trials research programs which aim to identify safe and effective treatments for every woman diagnosed with breast cancer and prevention strategies for all women, particularly those at increased risk.

Avon race for research is proudly sponsored by Avon, Newcastle Permanent, The Herald, Southern Cross Ten and NXFM.

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