



MEDIA RELEASE

20 April 2009

The best Mother's Day gift of all.

Are you looking for the perfect Mother's Day gift?

Why not make your gift a gift for breast cancer research. You and your Mum will both be helping create a world without breast cancer. And wouldn't this be the best Mother's Day gift of all?

Make your donation today to the Breast Cancer Institute of Australia (BCIA) and you will receive a beautiful Mother's Day card to give to your mum or someone special.

Simply visit www.bcia.org.au to donate online or call 1800 423 444.

Jenny Leggett, Public Relations Manager of the BCIA, said the Mother's Day Appeal is a special way to support research that is saving women's lives.

"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 Leggett. "Every donation to our Mother's Day Appeal is an important contribution to this research, and is bringing us closer to making our goal a reality."

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 and an image of the Mother's Day card, please contact:

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