



## MEDIA RELEASE

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### **Every step counts in local breast cancer fundraiser.**

Every step taken in this year's Avon race for research will help bring a national research group based in Newcastle another step closer to its goal of 'a world without breast cancer'.

On Sunday 25 October 2009, more than 3,500 people are expected to join the Avon race for research and walk, jog or run along the picturesque Newcastle Foreshore to raise funds for the Breast Cancer Institute of Australia (BCIA).

Since the first race for research in 1996, this event has raised \$440,000 to support research programs aimed at identifying safe and effective treatments for every person diagnosed with breast cancer and prevention strategies for all, particularly those at increased risk of the disease.

Julie Callaghan, General Manager of the BCIA, said Avon race for research holds a special place in the hearts of many people in the local community.

"Many participants are breast cancer survivors while others take part in the event in memory of a loved one they have lost to the disease. Many do it simply because they enjoy a nice stroll with their family on a Sunday morning," said Ms Callaghan. "Whatever their reason, everyone shares our commitment to supporting breast cancer research and improving the lives of women and their families throughout Australia."

The 5km fun run/walk is open to men, women and children of all age groups, in a variety of categories, including family and corporate teams. Everyone who completes the course will receive a free sunscreen, generously provided by Avon.

The 2009 Avon race for research will be officially launched today at the Crowne Plaza Newcastle.

Entry forms will be available from today at Newcastle Permanent, online at [www.bcia.org.au](http://www.bcia.org.au), or by visiting the Breast Cancer Institute of Australia at Suite 2, 227 Darby Street, Newcastle.

Special thanks go to our major sponsors: Avon, Newcastle Permanent, The Herald, Southern Cross Ten and NXFM.

**For further information, please contact:  
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