



## MEDIA RELEASE

**Monday 12 October 2009**

### **Local running enthusiast sets herself a challenge.**

Melissa Wilson of Newcastle is so keen to enter this year's Avon race for research, she has already done a practice run of the course. And with entries closing on Monday 19 October, she has also raced in with her entry form!

The Avon race for research is a 5km fun run/walk organised by the Breast Cancer Institute of Australia (BCIA). This year's race will be held on Sunday, 25 October on the Newcastle Foreshore.

Melissa, who belongs to a local running group, has entered the event for the past two years and has set herself a challenge to complete the 5km course in under 30 minutes this year. She is also hoping to increase her fundraising efforts.

Last year, Melissa raised \$1,000 in the Newcastle Permanent Sponsorship Challenge by asking friends, family and work colleagues to sponsor her participation in the fun run. She was thrilled with her efforts and encourages everyone to join her in taking part in this year's event and raising essential funding for breast cancer research.

"I lost a close family friend to breast cancer, and my mother also died of cancer," said Melissa. "It is so important to invest in research, and we can all help simply by entering this fun community event."

The Newcastle Permanent Sponsorship Challenge is a key component of the Avon race for research, with last year's challenge raising \$30,000. Entrants can register online and contact their potential sponsors via email, and then log in regularly to check on their sponsorship tally using the "My Sponsorship Challenge" part of the BCIA website. Entrants can also send email reminders to people or requests to new people if they wish. There is also a new function this year whereby sponsors can send back a message of support to the entrant they have sponsored.

The entrant who raises the most sponsorship money will receive a \$500 Rapid Saver account from Newcastle Permanent. Second place will receive a \$300 account and third place a \$200 account.

Avon race for research 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.

**HURRY! ENTRIES CLOSE MONDAY 19 OCTOBER.**

**People can enter the Avon race for research online at [www.bcia.org.au](http://www.bcia.org.au). Entry forms are also available at Newcastle Permanent or by contacting the Breast Cancer Institute of Australia on 4925 3022.**

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

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