



Australian New Zealand
Breast Cancer Trials Group

AVON

MEDIA RELEASE

\$500,000 donation to support life-saving breast cancer research.

25 October 2009

On the eve of Australia's Breast Cancer Day, Avon has donated \$500,000 to support Australian researchers conducting critical breast cancer research to save women's lives.

Patricia Matthews and Karen Griggs, two Avon Representatives who have been touched by breast cancer, presented the outstanding donation to Professor John Forbes, Director of Research of the Australian New Zealand Breast Cancer Trials Group (ANZ BCTG).

The presentation took place today at the Avon race for research, an annual fun run/walk held on the Newcastle Foreshore NSW, and was met with enthusiastic applause from the crowd of more than 3,500 people who had participated in the event.

Avon has now donated more than \$8 million to breast cancer research and support programs in Australia since 1996. Professor Forbes said Avon and its Sales Representatives can be justifiably proud that they are enabling critically important research and making a difference to the lives of many women and their families throughout Australia.

"The researchers of the ANZ BCTG value their partnership with Avon. This company's contribution to breast cancer research and care is unrivalled. As a result of the generous support of Avon, its Sales Representatives and their customers, we are able to develop and pursue new, valuable research opportunities, and in turn provide benefits to women who face this disease every day," Professor Forbes said.

The ANZ BCTG conducts Australia's only national, independent, collaborative clinical trials research program for the cure and prevention of breast cancer. This research has national and international significance, and is making a substantial contribution to the global control of breast cancer. This ensures that women in Australia have access to the most up to date research results and treatments.

Mr Anthony Dene, Avon Australia's Vice President of Marketing, said:

"We are delighted to be actively involved in contributing to research programs which are saving women's lives every day. We are proud to have supported the ANZ BCTG research program since 1996 and share their goal of 'a world without breast cancer'."

Avon raises funds through the sales of specially designed Pink Ribbon products. These are available through the Avon brochure or by calling 1800 646 000.

Avon race for research is an annual 5km fun run/walk. Today's event attracted women, men and children of all ages who helped to raise \$100,000 for the breast cancer research programs of the ANZ BCTG.

For further information on this media release, or for an interview, please contact:

Jenny Leggett, Australian New Zealand Breast Cancer Trials Group
Ph: (02) 4925 3022, Mobile: 0407 919 767, email: j.leggett@bcia.org.au

Michaela Groves, Avon Public Relations
Ph: (02) 9936 7265, Mobile: 0434 102 434, email: michaela.groves@avon.com