



MEDIA RELEASE

2 NOVEMBER 2009

The diary that is saving women's lives.

With 35 women diagnosed with breast cancer every day in Australia, raising funds for research has never been more important.

That's why the Breast Cancer Institute of Australia (BCIA) is encouraging everyone to buy a copy of the 2010 Australian Women's Health Diary. Every purchase will help the BCIA move closer to its ultimate goal of a world without breast cancer.

Since the first edition in 1999, the Australian Women's Health Diary has raised \$5.1 million to support clinical trials research for the treatment, cure and prevention of breast cancer. This research is providing real advances that can save women's lives and spare their families and friends from a devastating loss.

Seven News anchor, Chris Bath, is passionate about the diary.

"It's been incredible to watch this unique fundraising diary rack up millions of dollars for breast cancer research. The diary has become 'hope in a book' because it's now a vital tool in the ongoing research effort to find a cure and improve the lives of people diagnosed with breast cancer," says Chris.

The 2010 Australian Women's Health Diary is an essential item for women of all ages. It is filled with up-to-date information to enhance general health and wellbeing, and contains all the features to keep busy lives on track. Plus, every diary has a bonus pink pen.

The BCIA's corporate partners – The Australian Women's Weekly, Commonwealth Bank and Avon – have been major sponsors of the diary since the first edition in 1999 and have contributed enormously to its success. Each company continues to demonstrate their commitment to breast cancer research and to the health of women throughout Australia.

The 2010 Australian Women's Health Diary - available now for just \$14.95 plus a bonus pen from newsagents, selected Woolworths and Safeway supermarkets, selected Commonwealth Bank branches, online at www.bcia.org.au or by calling 1800 423 444.

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 or to obtain images or a sample of the diary, please contact:

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