



MEDIA RELEASE

23 NOVEMBER 2009

The 2010 Australian Women's Health Diary – the perfect gift for Christmas.

Capture the spirit of giving this Christmas with the 2010 Australian Women's Health Diary. It is the perfect gift for women of all ages, and every purchase is supporting breast cancer research.

With a beautiful pink floral cover, the diary is available now for just \$14.95 in newsagents, selected Woolworths and Safeway supermarkets and selected Commonwealth Bank branches. Plus, every diary has a bonus pink pen!

The Australian Women's Health Diary is an important fundraising project of the Breast Cancer Institute of Australia (BCIA). Since the first edition in 1999, the diary has raised a remarkable \$5.1 million to support vital clinical trials research for the cure and prevention of breast cancer.

The 2010 Australian Women's Health Diary has all the essential features to help organise busy lives and is filled with important information to enhance general health and wellbeing. Each month focuses on a different health topic, including:

- Breast Health
- Financial Health
- First Aid
- Heart Health
- Pregnancy and Baby
- Healthy Lifestyle

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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