



MEDIA RELEASE

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**The 2010 Australian Women's Health Diary –
Christmas shopping made easy.**

If you're looking for a bright Christmas gift idea, look no further than the 2010 Australian Women's Health Diary.

Produced by the Breast Cancer Institute of Australia (BCIA), the diary is packed with the latest health information for women of all ages, and every purchase is raising valuable funds for breast cancer research.

The 2010 Australian Women's Health Diary is just \$14.95 and available from newsagents, selected Woolworths and Safeway supermarkets and selected Commonwealth Bank branches. If you prefer to shop online, you can purchase the diary at www.bcia.org.au.

The diary is a great stocking filler or last-minute Christmas gift for the person who has everything. It has all the essential features to help organise busy lives, 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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