



MEDIA RELEASE

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Hitting cancer for six!

The Commonwealth Bank has continued its commitment towards finding a cure for breast cancer and prostate cancer by running its *Hitting Cancer for Six* campaign for the fourth successive year during this summer's Commonwealth Bank Cricket Series.

As part of the 2010 Series, the bank donated \$1,000 for every six hit by the Australian, Pakistan and West Indian players, with all funds being shared between the Breast Cancer Institute of Australia (BCIA) and the Prostate Cancer Foundation of Australia (PCFA).

At the conclusion of the 2010 Series, the total amount raised by the *Hitting Cancer for Six* campaign was \$65,000.

Julie Callaghan, General Manager of the BCIA, was delighted to receive the donation of \$32,500 and said "The Commonwealth Bank is to be congratulated for making such a valuable contribution to cancer research through this unique initiative."

Ms Callaghan said one in 10 women in Australia will get breast cancer at some stage of their life. However, more women are surviving breast cancer long term due to advances in treatments produced through clinical trials research.

"Clinical trials research is essential to ensure we identify effective and safe treatments for every woman diagnosed with breast cancer," Ms Callaghan said. "The Commonwealth Bank's ongoing support for this research has been vital and we are proud to work in partnership with them to improve the outlook for women and to save lives."

Commonwealth Bank Executive General Manager, Ms Tristan Wills, said the Group is proud to support an issue that impacts so many Australians.

"Through our continued partnership with the BCIA, our aim is to raise both awareness and funds to cure more women from a disease that affects the lives of our customers, staff, friends and loved ones," she said.

Over the past four years, through the *Hitting Cancer for Six* campaign, the Commonwealth Bank has donated \$113,000 to both the BCIA and the PCFA.

About the Breast Cancer Institute of Australia (BCIA)

The BCIA is committed to funding the Australian New Zealand Breast Cancer Trials Group. This Group has for over thirty years conducted Australia's only independent, national breast cancer clinical trials research program for the treatment, prevention and cure of breast cancer.

The Commonwealth Bank is also a long-term supporter of the BCIA's Australian Women's Health Diary. Since 1999 the diary has raised approximately \$5.8 million to support breast cancer clinical trials research. For more information, visit www.bcia.org.au.

For further information or to obtain images of the Commonwealth Bank Series, please contact:

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