



MEDIA RELEASE

Monday 17 September 2007

A race worth running

Avon race for research gives everyone the chance to make a difference in many lives, now and in the future.

On Sunday 21 October 2007, breast cancer survivors, their friends, family and the people who support them will launch into a walk, jog or run to help raise critical funds needed for breast cancer research.

The race takes place on a 5km course around the picturesque Newcastle Foreshore – what better way to support such a worthwhile cause!

Now in its 11th year, **Avon race for research** is a regular feature in the local diary. Last year the event attracted more than 2,500 entrants and raised an incredible \$57,000.

Since the first race for research in 1996, the event has grown to cement itself as one of the largest not-for-profit events in Newcastle and the Hunter Region, raising \$292,000 for the Breast Cancer Institute of Australia.

More than one in 10 women will be diagnosed with breast cancer during their lifetime.

The funds raised from this event support research programs aimed at identifying safe and effective treatments for women diagnosed with breast cancer, and prevention strategies for all women.

The race is open to men, women and children of all age groups, in a variety of categories, including family and corporate teams.

The 2007 Avon race for research will be officially launched today at the Crowne Plaza Newcastle.

Entry forms are available from today at all Newcastle Permanent Building Society branches, online at www.bcia.org.au, or by visiting the Breast Cancer Institute of Australia at Suite 2, 227 Darby Street Newcastle.

Special thanks go to our Major Sponsors: Avon, Newcastle Permanent Building Society, The Herald, NBN Television and Radio 2HD.

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