



MEDIA RELEASE

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The best Mother's Day gift of all.

Are you looking for the perfect Mother's Day gift?

Why not make your gift a gift for breast cancer research. You and your Mum will both be helping create a world without breast cancer. And wouldn't this be the best Mother's Day gift of all?

Make your donation today to the Breast Cancer Institute of Australia (BCIA) and you will receive a beautiful Mother's Day card to give to your Mum or someone special.

To support the BCIA's Mother's Day Research Appeal, simply visit www.bcia.org.au to donate online or call 1800 423 444.

Julie Callaghan, General Manager of the BCIA, said the Mother's Day Research Appeal is a special way to support research that is saving women's lives.

She 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," said Ms Callaghan. "Every donation to our Mother's Day Research Appeal is an important contribution to this research, and is helping to improve the outlook for women and their families."

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.

For further information and an image of the Mother's Day card, please contact:

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