



Australian New Zealand
Breast Cancer Trials Group

AVON

MEDIA RELEASE

New research to save women's lives now possible

21 October 2007

Avon Australia today donated a stunning \$500,000 to support Australian researchers conducting critical research in breast cancer to save women's lives.

Kim Whiting, an Avon Representative and breast cancer survivor, surprised the 2,500 people at the Avon race for research 5km fun run/walk held today on the Newcastle Foreshore, when she presented the "very large cheque" to Professor John Forbes, Group Coordinator of the Australian New Zealand Breast Cancer Trials Group (ANZ BCTG).

The ANZ BCTG is recognised as one of the world's leading breast cancer "powerhouses", generating new ideas and conducting research of the highest scientific merit which has contributed to the 20% fall in deaths from breast cancer seen in the last 10 years.

The donation was met with enthusiastic applause and recognises Avon's long-term commitment to this cause, having donated more than \$6.5 million to breast cancer research and support programs in Australia since 1996.

Professor John Forbes, National Group Coordinator of the ANZ BCTG, said:

"The researchers of the ANZ BCTG are proud to work with Avon. This company's contribution to breast cancer research and care is unrivalled. As a result of the generous support of Avon, its Sales Representatives and their customers, we are able to develop and pursue new, valuable research opportunities for both the prevention and treatment of breast cancer, and in turn provide benefits to women who face this disease every day."

The ANZ BCTG research program involves more than 300 researchers in every major hospital in Australia. Sharing knowledge and resources ensures that answers to important research questions can be obtained more quickly and with greater scientific integrity.

Mr Geoff Watt, Avon Australia's Vice President of Marketing, said:

"After 11 years, we remain committed to women in Australia and to our support for the ANZ BCTG research program because it is saving women's lives every day. Our support for the ANZ BCTG is also an investment in Australian research by nurturing new, scientifically sound research ideas and fostering young researchers into this important medical field."

Avon raises funds through the sales of specially designed Pink Ribbon products. These are available through the Avon brochure or by calling 1800 646 000.

Avon race for research is an annual 5km fun run/walk which today attracted women, men and children of all ages who helped to raise a further \$60,000 for the research programs of the ANZ BCTG.

For further information on this media release, or for an interview, please contact:

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