



MEDIA RELEASE

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Hope in a book.

Today, more than 30 women will be told they have breast cancer.

They will be shocked and frightened. Their loved ones will suffer too, anxious about the possibility of losing someone special to them.

For the majority of these women, however, advances in research means that following treatment, they will be cured and can go on to lead normal lives.

But we must make this true for every woman and research is the key to achieving this.

Research requires substantial, ongoing funding. That's why the Breast Cancer Institute of Australia (BCIA) created the **Australian Women's Health Diary** in 1999. Today, 10 years on, the diary has raised \$3.6 million to help support research that will identify safe and effective new treatments for women with breast cancer and prevention strategies for all women.

This is critical research which may not have otherwise been possible. This simply means more women's lives have been saved.

Seven News anchor, Chris Bath, is passionate about the diary.

"This diary does much more than raise money," says Chris. "It is hope in a book."

"We must support research and every purchase of this diary can potentially save a woman's life."

The BCIA's corporate partners - The Australian Women's Weekly, Commonwealth Bank and Avon - have been major sponsors of this unique fundraising project since the first edition and have contributed enormously to its success. After 10 years, each company continues to demonstrate their commitment to breast cancer research and to the health of women throughout Australia.

The **2008 Australian Women's Health Diary** is an organiser, a source of valuable health information and a great gift idea for women of all ages.

Buy a copy and give hope to every woman.

Available now for just \$12.95 from newsagents, selected Woolworths and Safeway supermarkets, selected Commonwealth Bank branches, online at www.bcia.org.au or by calling 1800 423 444.

For further information or to obtain a photograph of Chris Bath and the diary, please contact:

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