



Media Release

3 October 2006

Pick up a real lifesaver today!

The **2007 Australian Women's Health Diary** isn't just a diary. It's an organiser, a source of valuable health information, a great gift idea – and it's a lifesaver.

Every purchase raises crucial funds to support clinical trials research for the treatment, cure and prevention of breast cancer. Every purchase is helping to save lives.

The diary is available nationally in newsagents and most Woolworths and Safeway supermarkets for just \$12.95, and has raised \$3 million for the Breast Cancer Institute of Australia (BCIA) since its first edition in 1999.

Busy Mum and Seven News Anchor, Chris Bath, is delighted to support the diary. She knows how important it is to be organised, and is also committed to raising awareness and funding for breast cancer research.

"I encourage all women to get their hands on a copy of this fantastic diary. Not only does it fit nicely into the handbag, it's a great resource for women's health and the perfect way to be active in raising much needed funds for breast cancer research," says Chris.

The **2007 Australian Women's Health Diary** is a wonderful resource for women of all ages, providing up-to-date and accurate information to enhance general health and wellbeing.

The diary contains helpful checklists, reminders and quick reference guides, and each month features an in-depth look at topics such as: First Aid, Healthy Lifestyle, Heart Health, Financial Health, Pregnancy and Baby, Breast Health and Healthy Woman. In addition, two new topics have been added to this year's diary: Healthy Mind and Healthy Home.

The diary is produced with the generous assistance of The Australian Women's Weekly, Commonwealth Bank and Avon. The ongoing sponsorship provided by these organisations is critical to the success of the diary and to the continued progress of our breast cancer research programs.

The 2007 Australian Women's Health Diary - available now for \$12.95 from newsagents nationally and most Woolworths and Safeway supermarkets while stocks last, or for \$15.95 (includes postage and handling) from the BCIA on 1800 423 444 or at www.bcia.org.au.

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

Jenny Leggett – 02 4925 3022 / 0407 919 767
Breast Cancer Institute of Australia
PO Box 283, THE JUNCTION NSW 2291