



MEDIA RELEASE

Wednesday 26th September 2007

A PERSONAL RACE FOR RESEARCH

Eight years ago Kim Whiting from Quorrobolong was a busy 30 year old mother of four young children.

Then she was diagnosed with breast cancer.

With no family history of the disease, her diagnosis came as a complete shock. But Kim had four beautiful reasons to make sure she beat this disease. Eight years on and cancer free, Kim wants to share her story in the hope of helping all women to be aware of breast cancer.

Throughout her period of treatment which included a mastectomy and chemotherapy, Kim learnt of the commitment Avon has to breast cancer awareness and research. With this in mind, she became an Avon representative twelve months ago.

In October, Avon will host an international campaign called "Walk Around the World for Breast Cancer". More than 50 countries will conduct events to raise awareness of breast cancer. Newcastle's own Avon Race for Research 5km fun run, to be held on Sunday October 21, will be the designated Australian event in this global campaign.

Kim's Avon District Manager learnt of her past battle with breast cancer and nominated her to participate in the Global Connection Ribbon Tour involving breast cancer survivors linking all countries via a pink ribbon relay.

Kim will travel on 3 October to New York City to represent Australia and the Avon Race for Research in the United States. She will then travel to Turkey to participate in that country's event and a Turkish breast cancer survivor will take part in our event on the Newcastle Foreshore.

Kim wants to encourage people to enter Avon Race for Research and says: "It is important to raise awareness of this disease, and the crucial role that early detection and research play in every woman's survival. Every young woman needs to be aware that you don't have to be over 50 with a family history to be diagnosed with breast cancer."

Avon Race for Research is a 5km fun run/walk around the picturesque Newcastle Foreshore. Last year our event raised \$57,000 for the Breast Cancer Institute of Australia to support research. It is expected that up to 3,000 participants including professional runners, joggers, walkers and families of all ages will enter.

An extra incentive will be FREE Avon Sun Products, generously donated by Avon and valued at \$20, for every entrant who completes the course.

Entry forms are available in all branches of the Newcastle Permanent Building Society or by contacting the Breast Cancer Institute of Australia on 4925 3022 or visiting www.bcia.org.au. Entries close Monday 15 October.

Avon Race for Research is proudly sponsored by Avon, Newcastle Permanent Building Society, 2HD Radio, The Herald and NBN Television.

For further enquiries, to interview Kim Whiting, or to receive a photo, please contact Leigh Hainsworth on Ph: 4925 3022.