



MEDIA RELEASE

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A SPECIAL REASON TO RACE FOR RESEARCH

While runners and walkers alike gather for the start of this year's **Avon race for research**, the involvement of one local woman will have special significance.

As a breast cancer survivor, Susanne White of East Maitland embodies the spirit of **race for research** – an opportunity for individuals and families touched by breast cancer to share in the goal of raising awareness and advancing research for this disease.

The 5km fun run/walk will be held on Sunday, 22 October at the Newcastle Foreshore.

Susanne has already entered for this year's event, and says "The race is a positive way for those of us who have experienced breast cancer, and our families and friends, to help raise money for research and give hope to women now and in the future."

As a participant in the **Avon race for research** last year, Susanne was the winner of the inaugural Newcastle Permanent Sponsorship Challenge. She raised the most sponsorship money by encouraging friends, family and work colleagues to sponsor her participation in the event thus raising important funds to support clinical trials research for the treatment, prevention and cure of breast cancer.

Susanne has experienced first hand the value of breast cancer research and knows that it certainly does make a difference.

"Treatments have improved and keep on improving. I know I am well thanks to early diagnosis and research progress. I encourage the community to enter this event and to participate in the Newcastle Permanent Sponsorship Challenge," says Susanne.

This year, the entrant who raises the most sponsorship money will receive a \$500 Rapid Saver account from the Newcastle Permanent Building Society.

The event is expected to attract up to 2,000 participants including professional runners, joggers, walkers and families of all ages. There are 12 different categories including individual, family and corporate team categories.

An extra incentive for participants this year 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 at www.bcia.org.au. Entries close Wednesday 18 October.

AVON race for research is proudly sponsored by Avon, the Newcastle Permanent Building Society, 2HD Radio, The Herald, NBN Television and Novartis Oncology.

For further enquiries, please contact Leigh Snelson of the Breast Cancer Institute of Australia on Ph: 4925 3022.