



**Community Service Announcement**

**18 April 2008**

**A Mother's Day gift that means so much more.**

This year, make your Mother's Day gift a gift for breast cancer research, and you and your Mum will both be helping create a world without breast cancer, the best Mother's Day gift of all.

The Breast Cancer Institute of Australia Mother's Day Appeal is an inspiring way to support research that is saving women's lives.

Make your donation today and you will receive a beautiful Mother's Day card, which acknowledges your donation, to give to your Mum or someone special.

**Simply visit [www.bcia.org.au](http://www.bcia.org.au) to donate online or call 1800 423 444.**

Every donation, large or small, plays an integral part in our research progress.

The goal of the Breast Cancer Institute of Australia is to ensure that every woman is cured of breast cancer, and to prevent breast cancer for all women. To achieve this, we are committed to funding quality, clinical trials research.

By donating to our Mother's Day Appeal, you will be making an important contribution to this research, and bringing us closer to making our goal a reality.

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**For further information and an image of the Mother's Day card, please contact:**

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