



## MEDIA RELEASE

Tuesday 5 December 2006

### A race well run.

Newcastle's premier community event, **Avon race for research**, surpassed all expectations this year attracting a record 2,556 entrants and raising a remarkable \$55,000 for the Breast Cancer Institute of Australia (BCIA).

Julie Callaghan, Race Director and Development Manager of the BCIA said, "Community support for the event this year has been extraordinary, resulting in the most number of entrants we've had in the ten year history of this race. Our special thanks go to Avon who continues to support our event and our fundraising efforts for breast cancer research."

The **Avon race for research**, held on Sunday 22 October on the Newcastle Foreshore, was once again the designated Australian event in the Avon Walk Around the World for Breast Cancer Campaign.

"It was exciting that our local event was part of a global effort to increase awareness and support for breast cancer research. We were thrilled to welcome to Newcastle Ms Valeria Bistrichi, a breast cancer survivor from Romania, who linked Australia with the other 40 countries participating in this special international event," said Ms Callaghan.

The Newcastle Permanent Sponsorship Challenge, a key component to the **Avon race for research**, was again a great success. Last year, Ms Susanne White of East Maitland was the winner of the Sponsorship Challenge raising \$815. Susanne participated in the event again this year and has succeeded in raising the most sponsorship monies doubling her efforts to an incredible \$1,635 raised. Susanne received a \$500 Rapid Saver Account from the Newcastle Permanent Building Society and vowed to continue her support for this worthy cause.

"Our sincere thanks go to the Newcastle Permanent Building Society and their staff who offer tremendous support for this event. We also extend our thanks to the many generous sponsors and committed volunteers without whom this event would not be possible," said Ms Callaghan.

Funds raised by this year's **Avon race for research** will help to support breast cancer research programs which aim to identify safe and effective treatments for every woman diagnosed with breast cancer and prevention strategies for all women, particularly those at increased risk.

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**For further enquiries please contact:**

**Jenny Leggett, Breast Cancer Institute of Australia Ph: 4925 3022, Mobile: 0407 919 767.**

Breast Cancer Institute of Australia, PO Box 283, THE JUNCTION NSW 2291  
Ph: (02) 4925 3022 Fax: (02) 4925 3068 Email: enquiries@bcia.org.au