Breast Cancer Institute of Australia

Community Service Announcement

17 December 2012

Give a Christmas gift that will help save lives.

With just a week left to finish your Christmas shopping, the Breast Cancer Institute of Australia has the perfect gift idea all wrapped up!

The 2013 Australian Women's Health Diary is an ideal stocking-filler or last-minute gift for women of all ages. It is filled with valuable health information to kick-start the New Year, and handy checklists and weekly reminders to maintain a healthy, balanced lifestyle. Plus it has all the essential features to keep track of appointments, special occasions, holidays and family activities.

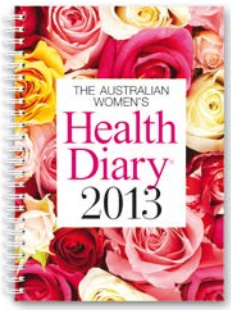
Best of all, when you buy the Australian Women's Health Diary you are capturing the true spirit of giving – every purchase is raising funds for breast cancer research to save lives and help create a world without breast cancer.

Priced at just $14.95 and with a bonus pink pen, this unique diary will brighten anyone's Christmas.

The 2013 Australian Women's Health Diary is available now at Commonwealth Bank branches, newsagents, selected Woolworths supermarkets, online at www.bcia.org.au or by calling the Breast Cancer Institute of Australia on 1800 423 444.

About the Breast Cancer Institute of Australia (BCIA)
The BCIA is the fundraising department of the Australia and New Zealand Breast Cancer Trials Group. For over 30 years this Group has conducted Australia's only independent, collaborative breast cancer clinical trials research program for the treatment, prevention and cure of breast cancer. To learn more visit www.bcia.org.au.

The Australian Women's Health Diary is an initiative of the BCIA and is proudly sponsored by The Australian Women's Weekly, Commonwealth Bank and Avon.

Diaries are available for giveaway offers to support radio interviews and newspaper editorial. For further information, please contact:

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