Breast Cancer Institute of Australia

Community Service Announcement

9 January 2013

Welcome the New Year with a healthy resolution.

Put the 2013 Australian Women's Health Diary on the top of your New Year's resolution list – it's all you need to help kick-start a healthy, balanced lifestyle for the year ahead.

This special diary is bursting with great health information and advice for women of all ages – from skin care and pregnancy to financial management and family health. Other topics include:

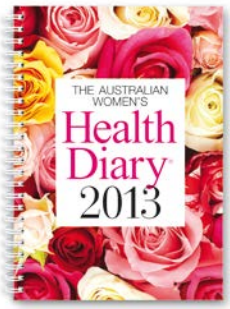
> **Healthy Heart** featuring ways to prevent a heart attack, heart-friendly food swaps and recognising the symptoms of a heart condition;
> **First Aid** with tips on coping with first aid situations for adults and children, plus advice on teaching children basic first aid and how to handle emergencies; and
> **Breast Health** featuring a list of breast changes to be aware of, and ways to maximise breast health and detect breast cancer early.

The diary is produced by the Breast Cancer Institute of Australia and has all the essential features to keep you organised, including a bonus pink pen, ribbon bookmark and a handy Health Checklist – and with all proceeds going to breast cancer research, you can feel good about making a difference to the lives of women throughout Australia.

The 2013 Australian Women's Health Diary is available now for just $14.95 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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