

Community Service Announcement

10 December 2012

A Christmas wish from Lisa Wilkinson.

Lisa Wilkinson, co-host of the Nine Network Today Show, has a special wish for Christmas this year – a wish for a world without breast cancer.

Lisa says everyone has the opportunity to help make this wish become a reality – by joining her in buying the 2013 Australian Women's Health Diary and making a simple yet significant contribution towards breast cancer research.

"Your family and friends would love to find this diary under the Christmas tree. It's filled with valuable health and lifestyle information for women of every generation, and has all the features to organise busy lives in the year ahead," says Lisa. "But what makes this diary really special is that every sale supports breast cancer research to provide a brighter tomorrow for women diagnosed with breast cancer and their families."

Since 1999, the diary has raised \$8 million for the Breast Cancer Institute of Australia. This funding has made an incredible impact on research progress, undoubtedly saving many lives and helping us move closer to a future free of breast cancer.

Lisa Wilkinson says that as a woman and a mother, she is committed to supporting this research, and the Australian Women's Health Diary is a real lifesaver – in more ways than one.

"I love my diary and you'll love it too. The health information is fabulous – easy to read, up to date and practical for every woman, of any age. The tips on every page are inspiring, keeping me motivated from week to week," says Lisa. "It is so easy to use and I know it will help me keep track of my appointments, special occasions and the many activities for the kids!"

Buy your copy of the diary today – and also get one for your loved ones. Priced at just \$14.95 and with a bonus pink pen, it is true value for money.

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 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.

To obtain images and samples of the diary, please contact: Jenny Leggett Public Relations Manager

Breast Cancer Institute of Australia Ph: 02 4925 3022 / Mobile: 0407 919 767

Email: j.leggett@bcia.org.au

