



Media Release
Monday 29th September 2008

Get Involved in Breast Cancer Awareness Month

Throughout October The New Zealand Breast Cancer Foundation, with the help of its sponsors and supporters, is holding a range of activities and events to promote awareness of breast cancer and drive vital funding for education, awareness and research.

Pink Ribbon Day Street Appeal

The Pink Ribbon Day Street Appeal is The New Zealand Breast Cancer Foundations major fundraising activity and will be held on Friday October 10th. Throughout the country Pink Army volunteer collectors will be out and about collecting donations in exchange for pink ribbons and having a great time while they're at it. Look out for the collectors in your area on Pink Ribbon Day and please give generously.

Global Illumination

From October 1st several New Zealand landmarks will be illuminated in pink lights to support Breast Cancer Awareness Month. As part of the Global Illumination Campaign, these landmarks will be joining with 200 other international landmarks such as the Empire State Building, Kensington Palace, Table Mountain and Niagara Falls to focus world wide attention on breast cancer.

In 2007 12 New Zealand landmarks were lit up pink, including the Sky Tower in Auckland, The Michael Fowler Centre in Wellington and the Christchurch Art Gallery. Keep an eye out in October to see which landmarks have joined the 2008 campaign.

Community fundraising events

A huge variety of events will also be held by groups and individuals within the community on behalf of The New Zealand Breast Cancer Foundation.

Heather Shotter, Executive Trustee of The New Zealand Breast Cancer Foundation is delighted with the number of community events that have been confirmed for October.

Each year the number and range of community events held across the country is astonishing, and this year is no exception,+she says.

Whether you host or attend an event, make a donation or spread the vital key messages, Breast Cancer Awareness Month offers all New Zealanders a chance to play a part in the fight against breast cancer,+she adds.

For further information about the events in your area visit www.nzbcf.org.nz.

To donate \$3 text PINK to 336 or \$20 phone 0900 PINK RIBBON (746 574)

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For more information please contact:

Suzanne McNicol
Marketing and Communications Manager
The New Zealand Breast Cancer Foundation
09 523 4398