



MEDIA RELEASE

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Mitre 10 MEGA Raises \$100,000 to Help Cure Breast Cancer

Over the past month Mitre 10 Mega stores across the country have been holding a series of DIY Ladies Nights that has raised over \$100,000 for the Breast Cancer Research Trust.

Attracting over 7000 participants, the Ladies Nights featured both interactive projects to enhance DIY skills and information about how New Zealanders can "Build A Cure" for breast cancer.

Activities such as raffles, auctions, Mitre 10 staff getting their heads shaved, games and special sale items all took place to raise money to literally help build a cure for breast cancer - currently affecting 1 in 8 New Zealand women.

Paula Arblaster, Brand Manager of Mitre 10 New Zealand, said that each Ladies Night was unique to the local community where each store owner is based. "Every Mitre 10 MEGA store has had someone affected by this disease and along with the education and fundraising, many people and VIP guests also shared their personal experiences".

A few of the stores were fortunate to have celebrity guests such as Petra Bagust, Trelise Cooper, Karen Walker and Carol Hirschfeld; each an Ambassador for the Breast Cancer Research Trust and each talking about the impact of the disease.

The Mitre 10 MEGA store in Poland Road Glenfield took out the national store prize for the best fundraiser, raising over \$26,000 with two events. A Rocky Horror Picture Show theme allowed store staff to show off their amateur theatrics experience.

The Breast Cancer Research Trust is New Zealand's only not-for-profit organisation established solely to fund research into a cure for breast cancer.

Phillipa Green, Marketing Manager for BCRT comments, "We are amazed at the level of effort each store put in and the total raised is just astounding."

"These funds will go a long way to help the Trust reach it's ultimate goal; to raise enough money to find a cure for breast cancer by 2018.'

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For further information please contact Pippa Lekner at the pr shop on (09) 368 1078, 0 21 500 760 or email pippa@theprshop.co.nz.

For further information about Breast Cancer Research Trust, please contact Phillipa Green on 021 946 013