

MEDIA RELEASE

<Jane citizen> raising funds for breast cancer research

<Jane Citizen> will raise funds for the National Breast Cancer Foundation (NBCF) through <event/fundraiser title>. <Jane citizen> will <event type for example host a morning tea at the Wagga Wagga bowling club or run from Sydney to Melbourne> to help the organisation move one step closer towards its goal of zero deaths from breast cancer by 2030.

NBCF is the only national body funding life-changing breast cancer research with money raised entirely by the Australian public.

When NBCF was founded in 1994, around 76 of every hundred women diagnosed with breast cancer were still alive five years after diagnosis. Today, 90 out of every hundred are still living – thanks to the advances made possible by research. Yet there are still eight Australian women dying from breast cancer every day, so there is still much to be done.

In 2016, NBCF has committed over \$12 million to fund more than 30 research projects – money raised from events like <Jane Citizen's>.

Moana Wood, Head of Individual Giving and Community Fundraising at NBCF, encouraged the <town/suburb> community to support <Jane Citizen>.

“Every dollar raised helps take NBCF one step closer towards our goal of zero deaths from breast cancer by 2030. The efforts of people like <Jane Citizen> mean that we can continue to fund innovative new projects that investigate new avenues for treatment, and new applications for existing treatments to improve outcomes for people with breast cancer,” said Ms Wood.

EVENT/FUNDRAISER DETAILS:

WHEN: <INSERT DATE AND TIME>

WHERE: <LOCATION>

DONATE: <insert online fundraising link>

For more information about the fundraiser please contact <Jane Citizen>, <phone number>, < email>.

For further information about NBCF please visit www.nbcf.org.au. To arrange an interview with an NBCF spokesperson please contact the NBCF media team: media@nbcf.org.au | 02 8098 4800.

About the National Breast Cancer Foundation:

The National Breast Cancer Foundation (NBCF) is the only national body that funds life-changing breast cancer research with money raised entirely by the Australian public. Breast cancer is the most common life-threatening cancer facing Australian women, with eight women dying from the disease each day – mothers, sisters, wives, daughters and friends.

Research is the only way to prevent deaths, and improve how breast cancer is diagnosed, managed and treated. By funding only world-class research, NBCF is working towards a goal of zero deaths from breast cancer by 2030.

NBCF research has helped develop better therapies, greater understanding of possible ways to stop the spread of breast cancer to other areas, and improved quality of life for patients and their families. Since being established in 1994, NBCF has awarded more than \$127 million to around 430 Australian-based research projects to improve the health and well-being of those affected by breast cancer.

Key statistics on breast cancer in Australia

- Breast cancer is the most common life-threatening cancer facing Australian women.¹
- One-in-eight Australian women — mothers, sisters, wives, daughters, friends — will be diagnosed with breast cancer in their lifetime.¹
- Each day in 2016, 44 Australian women are expected to be diagnosed with breast cancer.¹
- Eight women die every day from breast cancer, leaving countless families devastated.¹
- Around one in 700 men will be diagnosed with breast cancer.¹
- Every year in Australia around 140 men will be diagnosed with breast cancer.² There are nearly 60,000 people living with breast cancer in Australia today.²

References

1. Australian Institute of Health and Welfare & Cancer Australia 2012. Breast Cancer in Australia: an overview. Cancer series no. 71. Cat no. CAN 67. Canberra: AIHW

2. Australian Institute of Health and Welfare 2014. Cancer in Australia: an overview, 2014. Cancer series no. 78. Cat. No CAN 75. Canberra: AIHW