



## MEDIA RELEASE

### **Pink power pays off: 2015 *Mother's Day Classic* funds announced Thousands around Australia raise \$3.1 million for breast cancer research**

July 23 2015 - *Women in Super Mother's Day Classic* has announced a donation of \$3.1 million to the National Breast Cancer Foundation to fund key breast cancer research projects.

The figure was raised by more than 130,000 Australians who took part in the 2015 event.

Since 1998, \$27.4 million has been raised by *Mother's Day Classic* participants while the event has grown from a few thousand people in two capital cities, to Australia's biggest breast cancer event that takes place in more than 100 locations - from tiny towns to every capital city, around Australia.

*Mother's Day Classic* involves Australians of all ages walking or running to raise money for breast cancer research and honour those who have faced the disease.

*Mother's Day Classic* National Chair Louise Davidson said the event was increasingly popular with families as a fun, healthy way to start Mother's Day - for so many it has become an important part of their Mother's Day tradition.

"Some people are there for fun or for fitness, others for intensely personal reasons - all of us who take part are working towards achieving our goal of making breast cancer history," Ms Davidson said.

"We are so grateful to every person or organisation who participated, volunteered, fundraised, sponsored and donated to *Mother's Day Classic*.

"The important NBCF projects that will be funded will hopefully have a lasting impact not just on breast cancer but on a range of other cancers that benefit from the research."

NBCF Chair, Elaine Henry, said *Mother's Day Classic* funds have had a positive and very significant impact on breast cancer.

"If you have supported *Mother's Day Classic*, you have raised funds for research that has increased our understanding of why some breast cancer cells become resistant, or stop responding to treatment; and research that has improved the survivorship of women after breast cancer treatment. You have also supported research investigating better, less invasive methods of detecting breast cancer," Ms Henry said.

Ms Davidson urged supporters to start thinking ahead for Sunday 8 May 2016.

"Cancer touches the lives of so many Australians, so we need to continue our efforts until we reach survival rates of 100 percent - until breast cancer is no longer a concern for our daughters."

[www.mothersdayclassic.com.au](http://www.mothersdayclassic.com.au)

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**Organised by:** *Women in Super (WIS)* is a national organisation of women working with and for not-for-profit superannuation funds. WIS cares about the health of women as well as their financial wellbeing and in 1998 established the *Mother's Day Classic*, an event which has become the single largest donor to the NBCF.

**NBCF:** is the leading community-funded organisation in Australia raising money for research into the prevention and cure of breast cancer. Since NBCF was established in 1994, more than \$115 million has been awarded to fund more than 400 research projects to improve the health and wellbeing of those affected by breast cancer. For more information, visit [www.nbcf.org.au](http://www.nbcf.org.au)

