

Be there on Sunday to help Australia's largest Mother's Day event make a difference for breast cancer

About 130,000 Australians will be out in force this weekend, taking part in the Women in Super Mother's Day Classic breast cancer research walk and run.

It's not too late to register to join the Mother's Day Classic which takes place this Sunday, May 10 2015 - online registrations are closing soon or you can register on the day. See www.mothersdayclassic.com.au for details.

Mother's Day Classic is an entertaining and family-friendly event that offers people of all ages the chance to participate in a non-competitive, inspiring and fun walk/run that raises vital funds for breast cancer research.

It will be held in 104 locations around Australia including every capital city - a great and meaningful way to start Mother's Day, Sunday May 10.

Mother's Day Classic CEO Sharon Morris said the event brings together family, friends and fitness groups who walk or run to raise funds, and to honour and support those affected by breast cancer.

Ms Morris said the event was increasingly popular with families as a fun, healthy way to start Mother's Day, and this year the event offers discounted family tickets nationally and lots of family entertainment and activities on the day.

The support of communities around Australia has allowed Mother's Day Classic, which began in 1998, to donate \$24.3 million to National Breast Cancer Foundation (NBCF) research.

Breast cancer is the most commonly diagnosed cancer in Australian women (1% of breast cancer is in men). On average, 40 Australian women are diagnosed with breast cancer each day in Australia.

Research has played a major part in breast cancer 5 year survival rates increasing to 89% since the Mother's Day Classic began.

"We are looking forward to seeing the thousands of groups of family and friends who will be joining together this Sunday to make a difference, as we work towards our goal of making breast cancer history," Ms Morris said.

Last minute registration and fundraising tips

Once website registrations close, you can still register on the day by coming early to the event location.

It's not too late to make an impact by fundraising, here are some suggestions to make it easier:

Send a friendly email to your family, friends and work contacts explaining that you are taking part and asking if they'll sponsor you. Shout out the same message on Facebook, Twitter, LinkedIn and other social networks, and ask your supporters to forward it on to their networks. The more people you ask, the more donations you may receive. If you've already registered, share your fundraising page link to make it easy for people to donate.

Ask your company to sponsor you, or even better see if they will match every dollar you or your team raises.

Add your fundraising page URL link to your email signature. Next to your URL say 'support me on May 10 as I walk/run in the Mother's Day Classic and raise funds for breast cancer research'.

Little actions can get big results - see if all your friends would be willing to give up their daily coffee, chocolate or beer this week and donate the proceeds to your campaign.

If your supporters want to know how funds raised are spent, send them this link to explain more about the wonderful research projects supported by Mother's Day Classic: <http://www.mothersdayclassic.com.au/how-you-can-help/help-fundraise/where-your-money-goes/>

Donations also accepted after the event: go to www.mothersdayclassic.com.au/donate

For national media information and local story ideas contact:

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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.

Major sponsor: ME Bank has proudly supported the Mother's Day Classic since 2005. ME Bank also supports the NBCF through its EveryDay Transaction Account with PINK Debit MasterCard. For every purchase a customer makes using their Pink Card, ME Bank donates 1 cent to support breast cancer research projects.

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 \$105 million has been awarded to fund more than 370 research projects to improve the health and wellbeing of those affected by breast cancer. For more information, visit www.nbcf.org.au

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