Melanoma Institute Australia partners with BB Retail Group to raise $50,000 for Early Detection Program

MEDIA RELEASE
FOR IMMEDIATE RELEASE
BAKE – DON’T SUNBAKE!
Melanoma Institute Australia looks to raise $50,000 for Early Detection Program

Monday, March 10, 2014, Sydney: Melanoma Institute Australia has partnered up with the retail group BB Retail Capital for a national fundraising campaign called “Bake, Don’t Sunbake,” a one day event that will be held at 11 BBRC homemaker centers across Australia on Saturday 15 March as an initiative to increase awareness of melanoma and raise much needed funds for early detection programs.

General Manager for Melanoma Institute Australia Nicola Ware said:
“Australia has the highest incidence of melanoma in the world and is often referred to as ‘Australia’s cancer,’ with more than 12,500 new cases diagnosed each year and the most common cancer in young Australians aged 15–39 years. Over 90% of melanomas can be cured, if detected and treated early enough and this campaign is about raising the much needed funds to expand the reach of our message into the community about the importance of early detection, sun safety and annual skin checks.”

CEO for BB Retail Capital Darren Holland said:
“BBRC is excited to partner with Melanoma Institute Australia (MIA), and invites everyone to come down, buy a cupcake, decorate it and have their photo taken with their masterpiece. There are three Breville Scraper Mixer Pro’s, each valued at $599.95 up for grabs as prizes for the top three cupcakes of the day and customers will have the opportunity to share their creations with family and friends on Facebook who can then cast their vote for the best with winners to be announced on Wednesday 26 March. Within the centres, our national retailer Adairs is donating 20% of sales from their Home Republic Flinders Towel Range. Together with community support we are targeting raising $50,000 nationally for the vital early detection work of MIA so we hope everyone will get behind this really worthy cause.”

Melanoma Institute Australia is the largest single tumour cancer center in Australia and a world leader in melanoma research, treatment and education. Headquartered at the Poche Centre in North Sydney, it is dedicated to preventing and curing melanoma. Every March is “Melanoma Month” filled with fundraising activities across Australia including the annual ‘Melanoma March’ which this year will be held on Sunday 23rd March. More details on this event are available at www.melanomamarch.org.au

ENDS:
For further information on Melanoma Institute Australia or for media wishing to arrange photos or organise interviews with Nicola Ware from MIA or Darren Holland from BB Retail Capital, please direct all enquiries to Melissa Arbuthnot at Melanoma Institute Australia on 0400-332-662 or by email to media@melanoma.org.au

ABOUT MELANOMA INSTITUTE AUSTRALIA (MIA)
Melanoma Institute Australia (MIA) is a not-for-profit organisation dedicated to preventing and curing melanoma through innovative, world-class research, treatment and education programs. Based in the Poche Centre in North Sydney, MIA is the world’s largest melanoma research and treatment centre and is affiliated with the University of Sydney and St Vincent’s and Mater Health Sydney. MIA relies on the generosity of individuals, organisations and government funding to continue its ground breaking work into Australia’s national cancer which is most common cancer in young Australians aged 15–39 years.

ABOUT BB RETAIL CAPITAL
Established in 2005, BB Retail Capital (BBRC) is a specialist owner and manager of 11 large-format retail centres across Australia. BBRC’s founder Brett Blundy started in 1980 with the purchase of a single music store in rural Australia. That music store grew into a 350 store chain called the Sanity Entertainment Group; at the time, the biggest seller of music throughout Australia. This kicked off a foray into successful retail business ventures that have ranged from lingerie to fast fashion jewellery and home wares. Today the group has expanded to 1,000 stores in 23 countries, employing over 7,000 people. BB Retail’s capital includes nationally recognised brands such as Lovisa, Adairs, Bras and Things, Diva and Honey Birdette. For further information on BBRC, high res images or to arrange a media interview, please contact Donna Goodwin on 02-9285-6716, 0419-620-592 or by email to donna@bbrcam.com.au

BAKE DON’T SUNBAKE LOCATIONS
SATURDAY 15TH MARCH 2014, 9AM-5PM
NEW SOUTH WALES - METROPOLITAN
Supa Centa Belrose
Cnr Forest Way and Mona Vale Road,
Belrose NSW 2085
Caringbah Homemaker Centre
220 Taren Point Road,
Caringbah NSW 2229
NEW SOUTH WALES – REGIONAL – NEWCASTLE & SOUTHERN HIGHLANDS
Warners Bay Homemaker Centre
240 Hillsborough Rd,
Warners Bay NSW 2282
Kotara Homemaker Centre
Cnr Park Ave & Kullaiba Rd,
Kotara NSW 2289
Highlands Homemaker Centre
Cnr Old Hume Highway & Roscoe St,
Mittagong NSW 2575
VICTORIA
Peninsula Homemaker Centre
Cnr Nepean Hwy & Bungower Rd,
Mornington VIC 3931
Cranbourne Homemaker Centre
Cnr South Gippsland Hwy & Thompsons Rd,
Cranbourne VIC 3977
GOLD COAST
Tweed Hub
112-140 Minjungbal Drive,
Tweed Heads, NSW 2486
QUEENSLAND
Jindalee Home
34 Goggs Road
Jindalee QLD 4074
SOUTH AUSTRALIA
Mile End Homemaker Centre
121-150 Railway Terrace,
Mile End SA 5031
WESTERN AUSTRALIA
Midland Homemaker Centre
4 Clayton Rd
Midland WA 6056