



The *Pink Ribbon* Autumn 2010 Press

Published by The New Zealand Breast Cancer Foundation

Message from the Executive Trustee



Welcome to your first newsletter of 2010. Here at The Foundation we're looking forward to enjoying a decade full of hope:

- Hope that research will make breast cancer a curable disease for over 2600 women diagnosed with the disease in New Zealand each year and the hundreds of thousands affected all over the world
- Hope that community programs to support those who have been affected by the disease expand to meet their needs
- Hope that more women will go for breast screening this year, which could save their lives
- Hope that current and new treatments provide improved outcomes for women impacted by the disease

Thanks to increased awareness and fundraising we're able to provide hope to thousands of New Zealand women affected by breast cancer. With your support we will continue to make a difference to New Zealand women now.



Heather Shotter
Executive Trustee

Christmas spirit flows for Barbara

In November we wrote to some of our most dedicated supporters to share the story of Whanganui woman, Barbara Rowntree, who had her family Christmas shattered nine years ago when her annual screening mammogram showed a tumour in her breast.

Nine years on, Barbara's so grateful she's alive to celebrate this Christmas with her family and is one of our most dedicated advocates and supporters. Thanks to Barbara sharing her breast cancer story with you, our Christmas appeal has raised well over \$65,000 to date.

It's because of people like you who care deeply that we've been able to help fund research and technology advances that have made it possible for breast cancer to be detected and diagnosed accurately and quickly, saving Barbara's life and many others.



Pink Ribbon Bequest Society luncheon

The Pink Ribbon Bequest Society held its second luncheon for 2009 on Wednesday, 2 December at Parnell's Rose Garden with 70 guests in attendance. Chair of the Society, Athlae Lyon, welcomed five new members who have chosen to support The New Zealand Breast Cancer Foundation's work through leaving a bequest in their Will.

Dame Catherine Tizard was guest speaker and entertained us all with anecdotes from her tremendously interesting experiences in public life. The luncheon was followed by music from soprano soloist Morag Atchison, one of New Zealand's up and coming young sopranos.

Heather Shotter, NZBCF's Executive Trustee said, "It was wonderful to meet so many of our friends and

to talk about the importance of bequests in securing the future of our work."

If you are interested in finding out more about the Pink Ribbon Bequest Society and becoming a member through leaving a bequest, please contact Jennie Halliday, Bequest Manager on 09 304 0964 or email jennieh@nzbcf.org.nz

Breast Cancer Action Month highlights

With your help, The Foundation raised over \$1.4 million dollars through major fundraising activities during Breast Cancer Action Month in October 2009.

donations in exchange for pink ribbons and a range of new merchandise.

The following Saturday almost 3,000 participants donned pink attire and raised \$48,000 during the fourth annual Dove Pink Star Walk under a starlit sky in Auckland Domain.

An inaugural 'Positively Pink' range from The Warehouse also proved immensely popular. Well over \$200,000 was raised through the sale of items including special edition pens and reusable shopping bags. Last year the collection also featured limited edition t-shirts designed by Rachel Hunter.

Eleven prominent New Zealand landmarks committed to lighting up during October and celebrating the 10th anniversary of the annual Global Illumination campaign. Landmarks which took part included Auckland's Sky Tower,

Wellington's Michael Fowler Centre and the Christchurch Cathedral.

The funds raised during Breast Cancer Action Month enable The Foundation to fund its expansion of services such as Sweet Louise and the Breast Cancer Patient Registers to new centres, benefitting more New Zealand women nationwide.



On Friday October 9 a record number of 6,500 volunteers collected a total of \$670,000 during the national Pink Ribbon Street Appeal. The Street Appeal is The Foundation's biggest fundraising day and saw the volunteers battling wild weather all over New Zealand, collecting



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Monthly giving

Your committed giving can help The Foundation to fund education, support and rehabilitation programmes and research to stop New Zealand women developing and dying from breast cancer. As little as \$10 a week can improve a woman's recovery from breast cancer through the programmes

funded by the Foundation.

We will keep you updated on where your money is making a difference through our bi-annual newsletters (you may receive these via email if you prefer). We will send you an annual statement of your contributions at the end

of the financial year so that your generosity can be recognised with a personal tax credit. To set up a monthly automatic payment to contribute to our lifesaving work please call 0800 902 732 or email info@nzbcf.org.nz

Pink Ribbon Breakfasts

This May we'd once again like to invite you to hold a Pink Ribbon Breakfast with your friends, family and colleagues.

A total of \$102,163 funds were raised in 2009 thanks to the efforts of people like Kim Brackenridge from Christchurch, who together with 40 of her friends and supporters held a pink-themed breakfast in Abberley Park Hall in Merivale.

The Pink Ribbon Breakfast is now a very important part of

The Foundation's fundraising calendar. The purpose of the occasion is to celebrate the importance of our mothers, raise vital funds and remind us that healthy lifestyle choices have a big impact on a person's health.

The proceeds of the Pink Ribbon Campaign will allow The Foundation to continue expanding our research programmes so that more New Zealand women will survive their breast cancer diagnosis.

You can help raise money by holding your own Pink Ribbon Breakfast for family and friends, anytime in May. Wherever you choose - in your home, the local park, a café or your workplace.

If you would like more information please go to www.nzbcf.org.nz or phone us on 0800 902 732.



Breast cancer research boosted by \$250,000

Last October The Foundation announced its research grant projects for the next year, with over \$250,000 being allocated to some of New Zealand's best clinicians and researchers.

These projects included investigating early detection of resistance to the anti-oestrogen drug Tamoxifen,

the causes of breast cancer drug resistance, developing a New Zealand-based simple and reproducible FISH (fluorescence in situ hybridization) test and a comparative study of treatment choices and outcomes for rural and urban women in Otago and Southland who have been diagnosed with breast cancer.

The Robert F. Klouwens research grant of \$100,000 has contributed

to making these 2009 research grants possible.

To date, The New Zealand Breast Cancer Foundation has distributed well over \$1,000,000 for breast cancer research and medical grants in New Zealand. For full details on The Foundation's research grants please visit www.nzbcf.org.nz under Funding & Grants.

FOR PINK
BY PINK
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Northern Knights go pink

We were delighted to be the chosen charity of The Northern District Cricket Association and the Northern Knights for the 2009-10 HRV Twenty20 cricket season. The partnership provided The Foundation with a great opportunity to promote its life-saving messages to a wide audience.

"A diagnosis of breast cancer affects the entire family and through the Northern Knights we were presented with a perfect opportunity to spread our messages to the wide-ranging audience that cricket attracts," said NZBCF Executive Trustee Heather Shoter.

To show their support The Knights wore pink uniforms throughout the

domestic Twenty20 competition this summer. The fans quickly took to the pink push too, with ND home games notable for the number of pink-wearing fans throughout the crowds.

In addition to the pink uniforms, Peter McGlashan, wicket-keeper for the Knights, wore pink AERO wicket-keeping pads throughout the Twenty20 season. McGlashan also asked every player that he played against in the competition to sign them, and then put them up for auction on TradeMe. The pads were bought for \$632.

"The cause is very dear to me and my family and I wanted to try and do something that will

grow awareness and hopefully raise some significant funding for The New Zealand Breast Cancer Foundation," McGlashan said.



Photo courtesy of Photosport

Community fundraising



Community events are the heart and soul of our fundraising efforts and are a huge help to The Foundation.

Sunday 11 October last year saw the 'Pink Ribbon Ride' travel 20km through Auckland. Organised by the Auckland branch of the Women's International Motorcycle Association (WIMA), the Pink Ribbon Ride raised an amazing \$13,500 for The Foundation's public education resources.

Join us online

Join The Foundation online!
We're on Twitter @NZBCF or sign up to our Facebook group.



Green email address

Would you prefer to receive our newsletter via email rather than in the post? If you'd like to make the change simply send a short email to info@nzbcf.org.nz with 'Email Newsletter' in the subject line and your full name and address in the message and we'll update your details.

Sponsor recognition board

The NZBCF encourages our donors to support these businesses whose backing enables our life-saving work:

Corporate Partners



Diamond Partner



Pink Ribbon Platinum Partners



Pink Ribbon Gold Partners



Premium Supporter



Name.....

Contact Telephone.....

Address.....

Email.....

Name of Workplace/Group.....

Anticipated No. of Attendees.....

Location.....

Town/City.....

Preferred Area (city/suburb).....

Call 0508 105 105 or email pinkribbon@p10.co.nz for more information

Yes!
I am interested in finding out more about a FREE Breast Cancer Education Seminar.

Yes!
I would like to host a Pink Ribbon Breakfast in May

Yes!
I would like to volunteer to help New Zealand Breast Cancer Foundation raise funds to beat Breast Cancer.

Yes!

I would like to make a donation to The New Zealand Breast Cancer Foundation

® THE NEW ZEALAND
BREAST CANCER
FOUNDATION

Here's my donation of \$35 \$75 \$250 Other Amount \$

Please make cheques payable to "The New Zealand Breast Cancer Foundation" or donate by Visa MasterCard

Card No.

Name on Card.....

Signature..... Expiry Date..... /

Please make cheques payable to: The New Zealand Breast Cancer Foundation, Private Bag 99906, Newmarket, Auckland 1149

Please help us continue to provide our lifesaving programmes - free nationwide community education, research, public seminars, medical grants and scholarships, breast cancer patient registers, advocacy and community outreach.

WIN2010

"Tell Us Your Story" and be in to win!

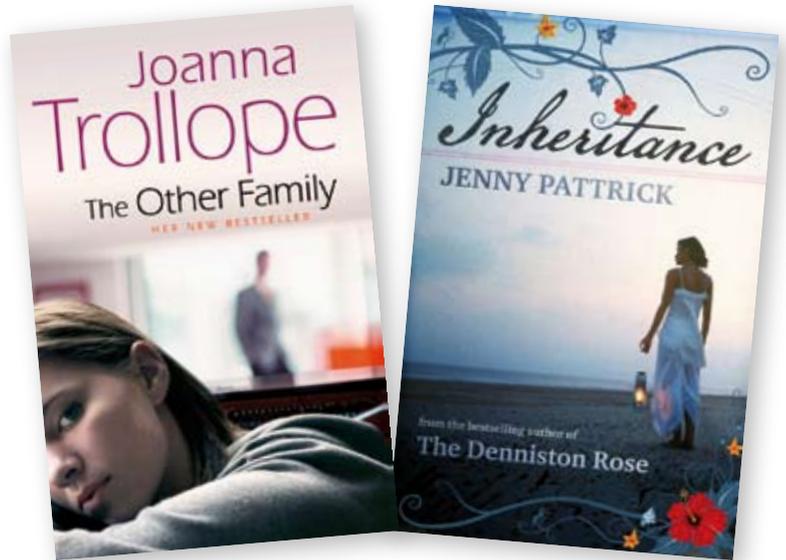
The New Zealand Breast Cancer Foundation would love to hear any stories or personal experiences that you may have had relating to breast cancer, as well as any comments or feedback you may have about our work.

We've got five copies of two great books from RandomHouse to give away too!

'Inheritance' by Jenny Patrick is an absorbing novel of contrasts: the tropical beauty and exuberance of Samoa in the 1960s and the dark violence that arises from the conflict between truthfulness and love.

'The Other Family' by Joanna Trollope is the entangled tale of Chrissie, a woman who must not only deal with the sudden death of her beloved Richie, but also the knowledge that he had another family, one which he had deserted many years before but which now needs to be involved. And their involvement extends not only to the immediate aftermath of a sudden death, but to the longer-term and much more difficult issue - who will inherit his legacy?

To be in the draw to win one book, please email us at info@nzbcf.org.nz or forward your comment or story through to PO Box 99650 Newmarket Auckland 1149.



Why mammograms are the best screening tool

Go to our website and check out the new consumer fact sheet on Mammograms and Breast Thermography.

Find out all the answers to all your questions at www.nzbcf.org.nz under About Breast Cancer > What You Need To Know

Mr Mrs Miss Ms Other.....
Name.....
Date of Birth..... / ..
Address.....
Tel.....
Mob.....
Email.....





THE NEW ZEALAND
BREAST CANCER
FOUNDATION

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The YMCA turns pink

YMCA's throughout the country got onboard during October to help support The New Zealand Breast Cancer Foundation's Breast Action Awareness Month.

Activities hosted at the YMCAs included a 14-hour Spinathon, a ladies night, a pink baking day, a gold coin donation breakfast plus a \$10 minimum joining fee promotion with all proceeds

going towards The Foundation.

The total amount raised by YMCA Auckland and Hamilton was a fantastic \$5,389.60.

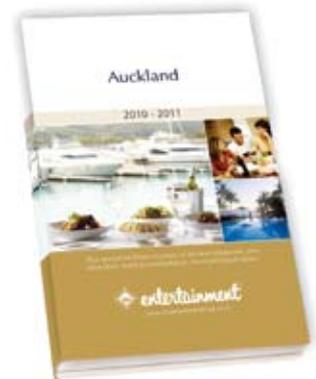
"It was wonderful for the YMCA to have all staff and members involved in some way, large or small, and to be supporting such an important charity" said Michelle Delahunty, Training and Marketing Coordinator, YMCA Auckland.



Entertainment books

The Foundation is raising funds by selling the 2010/2011 Entertainment™ Book containing hundreds of 25-50% off and two-for-one offers from popular restaurants, cinemas, hotels, the arts and sporting events. The new 2010/11 Book has all the great deals from last year including offers for jewellery, beauty therapists, purchasing wine, hiring camper vans, and even magazine subscriptions.

To order your copy of the 2010/11 Entertainment™ Book visit www.nzbcf.org.nz or contact 0800 902 732.



Free training for joining cancer committees

The Cancer Society of New Zealand is again holding free training courses for people interested in becoming a member of a cancer-related committee or working group. The courses cover a variety of topics ranging from

discussing the statistics for cancer in New Zealand and the services available to treat different types of cancer, through to how relevant committees operate and the role of the consumer representative on those committees. The courses will

be held in March and September and over three weekend days. For full details please contact Jan Pearson at the Cancer Society. Ph: 04 494 7276 or email her jan.pearson@cancer.org.nz