



TOP5 upcoming events!



Global Illuminat 01.10.09	Street Appeal 09.10.09	WIMA Womens Motorcycle ride	Dove Pink Star Walk 17.10.09	Sylvia Park –NZ's biggest Conga Line
1	2	3	4	5

For more events and ways to take **ACTION** in Breast Cancer **ACTION** month please go to www.nzbcf.org.nz

Pink Ribbon Bequest Society Launched at Government House

On Tuesday 28 July The Pink Ribbon Bequest Society was launched at an event graciously hosted by Her Excellency, Lady Satyanand. Over 50 guests attended the magnificent luncheon held at Government House in Auckland. Five foundation members of the society were inducted into membership after indicating they would leave a bequest to NZBCF. This wonderful event was as a highlight of the New Zealand Breast Cancer Foundation calendar for this year.

Athlae Lyon, Chair of the Society said, "The society will serve an important purpose to acknowledge, during their lifetime, those wonderful people who through their generous support by leaving a bequest, will secure the future of the NZBCF".

We have been inundated from those that attended with calls and cards about what a wonderful event it was. We are now excitedly planning our next Pink Ribbon Bequest Society event for early December.

If you are interested in learning more about the lunch or about bequests to The New Zealand Breast Cancer Foundation Fundraising Manager, Jeanine Gribbin is available to talk with you.

For further information about the Pink Ribbon Bequest Society contact Jeanine Gribbin on 09 304 0964 or 029 545 5533

Pink Ribbon Bequest Society Planning Committee members Ann Simich, Athlae Lyon, Mike Downs, Jeanine Gribbin, Jocelyn Watkin.



Table setting and recognition pin at Government House

Her Excellency Lady Satyanand hosted the launch at Government House Auckland of the Pink Ribbon Bequest Society



DIRECTCS Delivers for NZBCF

We want to thank our generous IT support – Nic Bishop of DirectCS who has selflessly donated his time free of charge to rebuild 4 donated computers for use by volunteers at The Foundation. Nic's kind offer means we can accommodate more of the keen volunteers who give their time to make sure your fundraising money goes to the women who need it most.

Dove Pink Star Walk Returns, Register now!

Last October, over 3,000 pink-winged breast cancer supporters gathered together in the Auckland Domain under a starlit sky for the third annual Dove Pink Star Walk, to raise awareness and over \$44,000 for the New Zealand Breast Cancer Foundation (NZBCF).

Celebrities including Katrina Hobbs, Samantha Hayes, Jeanette Thomas, Nerida Lister and Shane Cortese led the thousands of men, women, children and pets on a picturesque 5km leisurely walk through the Auckland Domain, illuminated pink for the occasion.

Each year the Dove Pink Star Walk participants are encouraged to design outfits to demonstrate that every woman's experience of living with breast cancer is personal and unique to her. "The effort that supporters go to is truly inspiring and shows us that for every woman that is diagnosed with cancer there are friends, family and colleagues who will share her journey and urge her on" says a Dove spokeswoman.

This meaningful event will be held at the Auckland Domain from 7pm on Saturday 17 October. For more information about the event and to register your support, go to www.dovepinkstarwalk.co.nz

Pink Ribbon ACTION Challenge

New Zealand Breast Cancer Foundation challenges you to **TAKE ACTION** by making a goal towards keeping a healthy lifestyle in the month of OCTOBER!

Keeping healthy isn't about running marathons and eating celery sticks, but making little changes where it counts. Create your own goal and **TAKE ACTION** this Breast Cancer **ACTION** Month and get into the routine of choosing the right options.

Whether you are nine or ninety, you can **TAKE ACTION** this October to raise awareness and funds for The New Zealand Breast Cancer Foundation.

How you fundraise is completely up to you! Pick a fundraising category you would like to work towards (Bronze - \$100, Silver - \$250 Gold - \$500, Platinum - \$1000 or Pink - \$2,500), write down your healthy lifestyle **ACTION** plan and then get started!

Visit www.nzbcf.org.nz for more information on how you can get involved in the **TAKE ACTION** Challenge and find some helpful hints to get your body healthy for summer!

Inspiring New Zealanders to Act

The New Zealand Breast Cancer Foundation (NZBCF) launched thought provoking new advertising to raise awareness of breast cancer in July. The two powerful images have appeared in national magazines and will challenge New Zealanders to consider the impact of breast cancer on themselves and others.

The two advertisements which depict a woman with a mastectomy scar cradling a baby and a bereaved older gentleman are the work of award winning photographer Derek Henderson and advertising agency Colenso BBDO. Both Henderson and Colenso provided their creative and strategic services free of charge to The Foundation.

"2500 New Zealand women are diagnosed with breast cancer and more than 600 women die from this disease every year. We share the aim of The Foundation to try and improve these statistics and we wanted to deliver work that would inspire New Zealanders to care enough about breast cancer to act" Colenso Managing Director Brent Smart says.

The model for the mastectomy image is a 42 year old Auckland woman, 'Anne' with a strong family history of breast cancer who modeled for the shoot so that other women would hear the message about breast cancer risk and the importance of early detection. The image has been altered to change her face and protect her anonymity but 'Anne' says that participating was "a no-brainer since the breast cancer early detection message is not getting through to enough women".

The second advertisement depicts a lonely older man who is struggling to resume normal daily life after the death of his wife.



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 Health Seminar.

Yes!
I would like to join the Pink Army and help the Pink Ribbon Street Appeal Friday 9th October 2009

Yes!
I'm interested in becoming a team leader or area coordinator!