#### THE NEW ZEALAND **BREAST CANCER** FOUNDATION

## "Tell Us Your Story"

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. If you would like to share your comments with us, please forward them onto PO Box 99650 Newmarket Auckland 1149



## Pandora Pink Ribbon Platinum Partner

The New Zealand Breast Cancer Foundation and PANDORA are proud to announce PANDORA's increased support for 2009 and beyond. As Platinum Sponsors, PANDORA's Pink Ribbon Campaign is helping to build breast cancer awareness and raise much needed funds for education, screening and support for women in NZ.

It is PANDORA's company philosophy to support charitable organizations both locally and nationwide and as breast cancer effects so many they feel fortunate to be in a position to assist The New Zealand Breast Cancer Foundation.

Over the years PANDORA staff, retailers and customers have helped us to raise significant funds in the fight against breast cancer. During the past three years they have raised a total of \$58,201.92 with the total for the year 2008-2009 alone coming to an amazing \$27,821. For 2009-10 PANDORA aim to increase their involvement even further and raise a staggering \$75,000.

PANDORA is committed to supporting the fight against breast cancer and each year donates 15% of the sales of Pink Ribbon Beads to the cause. PANDORA's Pink Ribbon beads were created by Danish Designer Lone Frandsen and are available in sterling silver with pink zirconias and in solid 14 carat gold with beautiful pink sapphires. Lone says that when designing the two beads she wanted to make something "simple, feminine, and that every woman recognised."

This year PANDORA add another beautiful jewellery item to their Pink Ribbon range with the new limited edition pink leather bracelet and amulet. This jewellery item has been created to enable women to engrave a special message or to include a small photo in their Pink Ribbon jewellery.

#### WE NEED YOU!

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To all of you who have already signed up for the Pink Army, thank you so much! On behalf of all New Zealand women, we want you to know your help makes all the difference to the Pink Ribbon Street Appeal, and we couldn't achieve such amazing results without your help!

For those of you who are keen but haven't had a chance to sign up yet, please go to www.nzbcf.org.nz or email pinkribbon@p10.co.nz or call 0508 105 105

www.nzbcf.org.nz



The NZBCF encourages our donors to support these businesses whose backing enables our life-saving work: **Gold Partners** Pink Ribbon Platinum Partner Pink Ribbon Gold Partner **BELL GULLY** RALPH LAUREN BiC **Deloitte**. blue ESTĒE LAUDER PANDŎRA Dove 🥌 Giltrap Prestige #allmark **POST HASTE Premier Supporter** 🞾 THE LION LIGHT CENTRE Healtheries DUNLOP living Unbeata **7** FOUNDATION FURNITURE • BEDDING • FLOORING Feel good from the inside out

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

Other

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THE NEW ZEALAND BREAST CANCER FOUNDATION

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#### THE NEW ZEALAND **BREAST CANCER** FOUNDATION

#### Published by The New Zealand Breast Cancer Foundation

Pink Ribbon Press

#### **Message from the Executive Trustee**



October is just around the corner...where has 2009 gone? I'm not sure but here are some 9s to keep in mind: 1 in 9 women in New Zealand will experience breast cancer in her lifetime – your mother, sister, wife, daughter or friend. On the 9th of October the Annual Pink Ribbon Street Appeal turns New Zealand pink as over 6,000 volunteer

collectors help us to raise funds to fight this deadly disease.

In New Zealand the NZBCF is all about Action: Awareness & Education, Community Support, Treatment Investment in Research, Outreach Services, Nation-wide

To ensure these vital services remain available to the more than 2,500 women and their families who rely on our programmes we need you to Join together this October and help us to take ACTION as part of a global movement towards a world without breast cancer.

Here's what you can do: **Cheer** your lungs out for the Silver Ferns on September 20th in Invercargill or September 23rd at Vector Arena in Auckland. They are playing with a pink ball and fundraising for The Foundation at both tests.

Skip to your nearest street corner on Friday 9th October and exchange a gold coin for a pink ribbon.

Laugh like no one's watching at the special fundraising night of Busting Out on October 8th.

Power walk at the Dove Pink Star Walk in Auckland Domain on October 17th or ride pillion with a friend at the WIMA annual motorcyle rides in Auckland and Wellington.

Or...be **Positively Pink** and purchase one of the funky clothing items on sale at The Warehouse this October. There's even a special range from our local girl made good, Rachel Hunter!

If Action for you = **Retail Therapy** there is an extended range of amazing Pink Products on sale this year thanks to our wonderful sponsors and supporters. You'll find a full list inside this newsletter or on our websitewww.nzbcf.org.nz. Keep it as your home page this October and get on board with Breast Cancer ACTION Month!



In our last appeal, you may remember, Valerie Lee had shared her story of how breast cancer had touched her life and that of her family. Whilst sitting in the Breast Cancer Screening Clinic, Valerie was confident she'd get another all clear, until she heard the words, "Mr's Lee, could you please come back for another view, now we need to do an ultrasound". Less than a week later Valerie received the bad news, "You have breast cancer". Every day seven women are diagnosed with breast cancer in New Zealand. Thanks you our very generous and supportive donors, we are able to maintain all our programmes and your donations to this appeal have helped expand the Breast Cancer Patient Registry into a nation wide initiative to help us understand the disease and our mission to stop women developing and dying from breast cancer.

## A Treasury of New **Zealand Baking**



Every great baker has his or her favourite recipes, and so when New Zealand's best foodwriters and chefs were asked for theirs to help support the New Zealand Breast Cancer Foundation, they came up with a treasure-trove. Designed to treasure and hand down through the generations, this beautifully packaged hardback includes 104 recipes for cakes, slices, loaves, scones, tarts, muffins and friandes from a star-studded list of food writers: Peta Mathias, Ray McVinnie, Tui Flower, Jo Seagar, Alison Holst, Julie le Clerc, Julie Biuso, Allyson Gofton, Catherine Bell, Kathy Paterson, Alexa Johnston, Annabelle White, Judith Cullen, Helen Browne, David Burton, Martin Bosley, Simon Wright, Natalia Schamroth and many, many more. And best of all, royalties go to The New Zealand Breast Cancer Foundation!

Find out how to take part in our sponsored bake off, visit our website www.nzbcf.org.nz

RRP \$55 Available in all good bookstores.



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 28July 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 interesting 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

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

#### **DIRECTCS Delivers for NZBCF**

Table setting and

recognition pin at

Government House

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!

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





#### **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.





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