

# NINE REASONS

## TO SUPPORT THE TRUST

- New Zealand has one of the highest rates of breast cancer in the world, and it is continuing to grow.
- One in nine women in this country will develop breast cancer during their lifetime.
- Around 2,600 New Zealand women are diagnosed with breast cancer each year – that's six every day.
- More than 660 New Zealand women will die from breast cancer this year.
- While the incidence of breast cancer is highest in women aged 50 to 54, 25% of breast cancers occur in women under the age of 50 and 5% occur in women under 40.
- One in 10 men in New Zealand will lose a sister, mother, daughter or wife to breast cancer.
- Maori women have a 47.7% higher mortality rate than women of European descent.
- 95% of breast cancers occur in women who have no family history of the disease.
- We are committed to finding a cure for breast cancer by 2018.

## OUR PATRON AND AMBASSADORS

**TRELISE COOPER** has been associated with the Breast Cancer Research Trust since 2004 when she accepted our invitation to design a fundraising t-shirt. Her involvement quickly grew and Trelise was appointed Patron in early 2007. "I feel so incredibly honoured to be Patron for the Breast Cancer Research Trust and have committed to doing everything possible to raise the Trust's profile and move all of us as fast as possible towards the goal of a future free of the fear of breast cancer".

**CAROL HIRSCHFELD** "One of my best friends has had breast cancer, so I know first-hand the effect it has on yourself and family around you."

**PETRA BAGUST** "Breast cancer strikes at the heart of our families - mothers, sisters, wives and daughters. Research into the causes and treatment is the best way we have to take back our power, and to meet this disease head-on with strength and hope, not fear."

**GEELING NG** "We're surrounded by women we love everyday. They all deserve to live long, healthy lives. Breast cancer research is crucial to help save the women in our hearts and the women of the world."

**KAREN WALKER** "Breast cancer is being detected earlier with huge advancements in treatment due to research by organisations like the Breast Cancer Research Trust."

**MIKHAIL GHERMAN** "As the originator of the Glassons t-shirt campaign I have always been passionate about the cause. Now with a young daughter in our family I am even more determined to assist the Trust in finding a cure for the next generation."

**JAQUIE BROWN** "This is something close to my heart. A number of my friends and family have been through breast cancer, so I have seen its effects first-hand. I am passionate about gaining further financial support for breast cancer research in order to find a cure to protect the next generation of NZ women."

**MICHELLE PICKLES** "It's a sad reality that most of us have been, or will be touched in some way by breast cancer during our lives. So it's vitally important that we support organisations who work long and hard to raise funds toward the prevention, detection and treatment of breast cancer."

**SHANE AND NERIDA CORTESE** "Breast cancer affects so many women and their families that it is now the responsibility of all of us to find a cure for the disease through research."

[www.breastcancer.org.nz](http://www.breastcancer.org.nz)



WOMEN WILL BE DIAGNOSED  
WITH BREAST CANCER IN  
THEIR LIFETIME.

HELP US FIND A CURE

BREAST  
CANCER CURE >>>  
RESEARCH  
TRUST™



## OUR VISION

### FIND A CURE FOR BREAST CANCER BY 2018

A 'cure' is defined as making breast cancer a survivable disease through early detection, predictive diagnosis, appropriate treatment and prevention. It's a big challenge, but we believe a cure for breast cancer can be found in New Zealand, within the next eight years. Already the disease is giving up its secrets. Now we want to speed up the process through vital research. That's why we need your help right now to urgently raise funds.

### WE'RE IN A HURRY TO SAVE LIVES

In New Zealand a staggering one in every nine women will be diagnosed with breast cancer in their lifetime. And even worse, the rate is increasing. Think about how that could impact on the women in your life – you or your partner, your mother, daughter, sister, friends and colleagues. With your support, the Trust can accelerate the search for a cure for a future free of the fear of breast cancer for New Zealand women, and protect our next generation of young girls from what their mothers and grandmothers are faced with today.

## PLEASE DONATE NOW

Finding a cure for breast cancer is only a matter of time and money. Here are some of the ways you can support the Trust, to help fund ground breaking research into finding a cure for breast cancer:

- Make a donation directly by calling 0800 227 828 or online at [www.breastcancercure.org.nz](http://www.breastcancercure.org.nz)
- Leave a bequest in your Will as a way to give beyond your lifetime
- Participate in and support people's \$1000 challenge (see over the page)
- Purchase to support gift items from our website.

## BACKGROUND TO THE TRUST

The Breast Cancer Research Trust was founded in 1997 on the vision of Dr John Harman, MBChB, FRACS, Breast & General Surgeon who is a current Trustee & Chair of the Medical Advisory Committee.

At the time of formation there was very little breast cancer research funding available to researchers requiring the intellectual freedom to investigate cutting edge research and breakthrough technology.

Thanks to the Breast Cancer Research Trust there is now both money and an approval process that gives certainty to both the projects and the researchers who own those projects. Since its establishment many significant research projects have now been funded in New Zealand, with an excess of \$7 million in grants provided.

The Trust's work continues to grow in importance, especially as breast cancer in New Zealand grows at epidemic proportions. Five years ago one in 10 women would be diagnosed, now the rate is one in eight. The lives of over 660 NZ women of all ages and from all walks of life are being lost each year. This disease has a devastating impact on women and their families throughout this country, across all ages and social groups. The continued escalation of cases can only have a negative effect on our society.

With virtually no government funding, and with the governments of today unlikely to be able to finance the search for solutions to the vast number of serious illnesses society is faced with in these times, our world leading researchers are heavily dependent on the private sector and charitable organisations.

The Breast Cancer Research Trust is New Zealand's only not-for-profit organisation established solely to support research into breast cancer. And we're committed to finding a cure to this disease by 2018.

## VOLUNTEERS NEEDED

We need enthusiastic people to help us fundraise and assist at our events throughout the year. Your ideas, energy and time would be greatly appreciated.

If you can help, please call 0800 227 828.

# TAKE THE \$1000 CHALLENGE

Kiwis everywhere are taking part in the \$1000 challenge, to raise funds for breast cancer research. Just create a challenge and get others involved by sponsoring you or taking part in the challenge themselves. What you do is up to you and your team, but here's what some other challengers are doing...

**RODNEY WAYNE STORES** around the country challenged each other to take on the \$1000 challenge and together raised more than \$50,000!

**QUEEN MARGARET COLLEGE WELLINGTON** held their biannual fashion parade and raised over \$1000 showcasing fashion garments by Year 2 – 13 Students.

**HOLIDAY PARKS** Over 300 Holiday Parks nationwide will take up the Breast Cancer Research Trust's \$1000 Challenge to join the fight to find a cure.

**CYCLE FOR A CURE CHALLENGE** Katy Atkinson and her team along with Chris O'Neale did the Lake Taupo Cycle Challenge and raised over \$24,000!

**AMCAL PHARMACY MEADOWBANK** invited friends and customers in store for an evening with guest speakers and an auction raising over \$15,000.

**JENNIFER CAIRNS** ran the Auckland Marathon after training for 18 weeks and raised \$1590 through sponsorship from friends and family.

So what will you do to raise \$1,000 for breast cancer research?

Register your challenge today at [www.breastcancercure.org.nz](http://www.breastcancercure.org.nz)

It's all in the name of finding a cure within eight years. Ambitious yes, but together we'll find a cure.