

Media Release

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Bakers Delight pink power raises over \$800,000 for breast cancer

This year's Bakers Delight Pink Bun campaign has raised for Breast Cancer Network Australia (BCNA) a phenomenal \$800,000 and still counting.

During the three week campaign which ran from April 22 – May 12, all 630 Bakers Delight bakeries across Australia donated to BCNA, 100% of the sale of their famous Pink Lady Buns, as well as \$1 from the sale of every pack of Bakers Delight Strawberries and Crème Tarts. Customers were also able to contribute through local fundraising events and gold coin donations held in-store.

Breast cancer survivor and BCNA CEO Lyn Swinburne AM says this year's fundraising achievement is a fantastic way to celebrate 10 years of incredible support from the team at Bakers Delight.

"Bakers Delight are such wonderful ambassadors for our cause and our women, and we are very grateful for the work they do in so many communities across Australia, helping us to raise awareness of breast cancer and the programs and services BCNA delivers," Lyn said.

"Our mission is to inform, empower, represent and link together people whose lives have been affected by breast cancer. We want our women to know that they are not alone, that we're here to help them on this journey, and the Bakers Delight Pink Bun campaign is an outstanding example of whole communities rallying together to show support for women and their families affected by breast cancer."

Around 14,000 Australian women are expected to be diagnosed with breast cancer this year alone, affecting thousands of families and communities across the country.¹ Money raised from the Pink Bun campaign will go towards funding the work BCNA does to ensure that women diagnosed with breast cancer and their families, receive the very best treatment, care and support possible, no matter who they are or where they live.

BCNA resources include its renowned *My Journey Kit* – a free information kit developed for women newly diagnosed with the disease, by women who have experienced breast cancer. This Kit has come to play a vital role in the community providing a lifeline to more than 45,000 women diagnosed with breast cancer Australia wide.

To find out more about BCNA resources and services, please visit www.bcna.org.au

Media Enquiries:

Orry Lack 03 9861 9212 orry.lack@bakersdelight.com.au

Carmel Bordignon 03 9805 2597 cbordignon@bcna.org.au

¹ This is projected data based on current trends in breast cancer incidence. Source: Australian Institute of Health and Welfare & National Breast and Ovarian Cancer 2009. Breast cancer in Australia: an overview 2009. Cancer series no. 50. CAN 46. Canberra: AIHW.