



Media Release

29 July 2010

### **NOOSA WINTER FESTIVAL'S PINK EVENT RAISED THOUSANDS FOR OFFICIAL CHARITY**

Nearly 800 people wearing pink hit the pavement on Sunday 23<sup>rd</sup> May for the Noosa 5km Walk/Run to show their support for the event's official charity the Cindy Mackenzie Breast Cancer Foundation.

The event, which was one of eight events that formed the new Noosa Winter Festival concept, raised a total of nearly \$6,000 for the local Sunshine Coast charity. In honour of Sunshine Coast mum Cindy Mackenzie, the charity will use the funds to support local families living with breast cancer.

Event organizers, USM Events donated \$5 from every entry into the Noosa 5km Run/Walk, along with the generous online donations made by competitors.

USM Events are committed to helping raise money through their events for local charities and are delighted to have again teamed up with the Cindy Mackenzie Breast Cancer Foundation as the 2010 Noosa 5km Run/Walk official charity.

Noosa Winter Festival Project Manager Emily Cowan said it was a morning that displayed such an encouraging community spirit.

"It was fantastic to witness so many people, runners, walkers, grandparents to kids, sporting pink in one way or another to passionately support such an important local charity."

Launched in April 2007, the Cindy Mackenzie Breast Cancer Foundation is continually active within the Sunshine Coast community, raising funds, building awareness for the Foundation and its activities as well as raising awareness of the importance of early detection of breast cancer.

Vice President of the Cindy Mackenzie Breast Cancer Foundation Kylie Perkin said that USM Events has once again shown their strong support, enabling us to raise much needed funds through the Noosa 5km Run/Walk.



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“CMBCF is very grateful to USM Events for once again selecting us as the nominated charity for this year’s event, which has provided an opportunity to raise funds and awareness. Without the generosity of the community we would not be able to continue providing support to those families that require assistance through the difficult times of cancer.”

Ms Perkin said the Foundation was very excited about the monies raised and were looking forward to being presented the cheque on Thursday.

Event Details:

**What:** Cheque presentation of funds raised at the Noosa 5km Run/Walk to the Cindy Mackenzie Breast Cancer Foundation

**Date:** Thursday, 29<sup>th</sup> July 2010

**Time:** 10.45am

**Place:** Lions Park Noosa

**For further information or to arrange interviews or photographs contact:**

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