

FOR IMMEDIATE RELEASE

October 3, 2011

Support PINKTOBER® and Support Sunshine Coast Families living with Breast Cancer

Attention Sunshine Coast!! ...It is that time again. PINKTOBER® for the Cindy Mackenzie Breast Cancer Foundation (cmbcf) is in full swing giving the Sunshine Coast community the opportunity to once again get involved with a purely grassroots charity.

Whilst the month of October is recognised nationally as breast cancer month, the PINKTOBER® for Cindy Mackenzie Breast Cancer Foundation campaign is the only one which aims at raising funds for Sunshine Coast families living with breast cancer.

PINKTOBER® is in its 5th successful year of campaign with this year promising to be no exception. This October the calendar is filled with activities, giving the local community lots of opportunities to get behind this valuable initiative.

PINKTOBER® got off to a great start last Saturday with Sabra Creative Photography (www.sabracreative.com) holding a Family Portrait Fundraiser on the beach at Mudjimba raising \$1,200 for the Foundation. And the fundraising from Sabra Creative doesn't stop there. During the month of October, Sabra Creative will donate 10% of their October sales to the Foundation.

Tomorrow, Tuesday, October 4, Specialist Women's Imaging Centre in Currimundi (www.coastalxray.com.au) will kick off their PINKTOBER® support. For every mammogram and/or breast ultrasound performed this month, Specialist Women's Imaging will make a donation to the Foundation in honour of breast awareness and women's health.

Wednesday, October 5 will see the Foundation head to Cooroy to support Luke's Supa IGA Cooroy, "Paint the Town Pink." In its second year, the employees of Luke's Supa IGA Cooroy spearheaded by Lyn and Chloe are encouraging the whole town to go pink. Join us for a sausage sizzle, purchase raffle tickets or Foundation merchandise between 9am -2pm or be part of the pink town photo to be taken in front of Luke's Supa IGA at 12 noon.

Mamma's Market will run Facebook auction from Friday, October 7 8pm to Saturday, October 8, 8pm, with all proceeds donated to cmbcf. Visit Mamma's Market Facebook page to get a full description of all the beautiful items up for auction.

On Sunday the 9th of October at 3pm, Birch Carroll and Coyle will host a charity screening of the remake of 1984 film *Footloose*. Tickets are just \$20.00 includes a glass of bubbles on arrival. Purchase tickets via the Foundation's website or phone cmbcf on 1355 7710. Alternatively movie goers can also purchase tickets directly from the Box Office at Birch Carroll and Coyle Maroochydore.

cmbcf encourages the Sunshine Coast community to show support for local families affected by breast cancer by hosting a fundraising event, making a donation, purchasing merchandise or by attending any of the PINKTOBER®, events being held around the Coast.

For more details, a full list of events and ways in which the community can support the Cindy Mackenzie Breast Cancer Foundation during PINKTOBER® simply visit www.cmbcf.com.au or phone 1300 55 77 10.

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Editor's note:

PINKTOBER® is a registered trademark of the Cindy Mackenzie Breast Cancer Foundation. The Foundation's annual PINKTOBER® appeal was established to help raise breast cancer awareness on the Sunshine Coast and to encourage locals to fundraise local, support local, donate local. Breast Cancer is a major cause of illness for Australian women with one in eight women being diagnosed with the disease in their lifetime. Early detection is the best protection.

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