

Locals show their true colours

The community spirit has been impossible to ignore. Thank you to the Sunshine Coast for embracing PINKTOBER® for the Cindy Mackenzie Breast Cancer Foundation.

From pink morning teas, pink fundraising events to a whole town going pink for a day – the local community and businesses have thrown their support behind PINKTOBER® for cmbcf, making this year the biggest and best so far.

cmbcf co-founder and president John O’Leary said the community had embraced the campaign and he was overwhelmed by the outcome.

“We had so much support from local businesses, schools and the community which has been so encouraging,” he said.

“The PINKTOBER® activities were organised by local people and businesses and it was such a pleasure to be a part of the many events as they raised money to help Sunshine Coast families living with breast cancer.”

Mr O’Leary said he was extremely grateful to Hot 91.1fm, The Sunshine Coast Daily and Win Local Television for embracing PINKTOBER® and helping get the message out to the community.

The Sunshine Coast community got involved with Infocus Money Management and Headland Golf days, Mooloolaba Yacht Club Ladies Skipper’s Day, Chicks at the Flicks at Birch Carroll and Coyle, SPARKle event at Pacific Ford and the whole town of Cooroy turned pink for a day.

Eagle Boys stores across the Coast gave \$1 from every meal deal and Coolabah Cafe Nambour donated \$1 from every pink drink sold throughout October.

cmbcf co-founder and vice president Kylie Perkin said the most touching part of PINKTOBER® had been how involved children had been.

“So many schools took part in events, with many students organising fundraisers,” she said.

“This proves everyone can be affected by cancer, no matter their age. The message of breast cancer and cancer in general is trickling into the younger generation and that is a great outcome of campaigns like PINKTOBER®.”

With the generous community support, cmbcf raised over \$45,000 to continue helping Sunshine Coast families living with breast cancer.

With the importance of PINKTOBER® fresh in everyone’s minds, support for next year’s PINKTOBER® has already begun.

“Next year we already have commitments from Birch Carroll and Coyle, Hyatt Regency Coolum for a PINKTOBER® Golf Day and for Luke’s Supa IGA Cooroy to turn their town pink again,” Ms Perkin said.

“To already have people excited for next year is just amazing and we are all truly grateful.”
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For further media information please contact:

Kylie Perkin, Cindy Mackenzie Breast Cancer Foundation

m: 0409 309 564 or email kylie@cmbcf.com.au