

FOR IMMEDIATE RELEASE

SEPTEMBER 30, 2010

PINKTOBER® with a Purpose
Support local charity, Cindy Mackenzie Breast Cancer Foundation this October.

With the kick off of PINKTOBER® for the Cindy Mackenzie Breast Cancer Foundation tomorrow, Friday, October 1, the Sunshine Coast community has the opportunity to once again get involved with a purely grassroots charity.

The Cindy Mackenzie Breast Cancer Foundation (cmbcf) along with a few of their sponsors is in full-swing preparing for their busiest month of the year, October.

While the month of October is recognised nationally as breast cancer awareness 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.

cmbcf co-founder and vice president, Kylie Perkin said the Foundation created and trademarked 'PINKTOBER®' in 2008 as an extension of the Cindy Mackenzie Breast Cancer Foundation.

"Everyone gets behind a breast cancer or cause in October, however, PINKTOBER® is really focussed on raising further awareness for the Foundation and its work within the Sunshine Coast community to support local families living with breast cancer," she said.

Founding sponsor, Infocus Money Management Sunshine Coast have set the ball rolling in a bid to educate local families about the importance of critical illness insurance.

During October, locals can make an appointment to meet with an Infocus financial adviser to take advantage of a complimentary Financial Assessment.

Following the initial consultation, a Statement of Advice (normally valued at \$1,100) will be presented to the client. Should the critical illness insurance component of the Statement of Advice be accepted, Infocus will donate \$220 to the Foundation.

Infocus Sunshine Coast general manager, Jonathan Thomas said it was reassuring for families to know they are protected if someone did fall critically ill.

One in three Australians is diagnosed with some form of cancer and one in eight Australians will be diagnosed with breast cancer.

"We see critical illness insurance as part of the overall strategy for dealing not just with breast cancer but with any type of cancer, heart attack or stroke," Mr Thomas said.

cmbcf co-founder and president John O'Leary said he whole-heartedly endorsed the importance of including critical health insurance within a family's budget.

"I was extremely fortunate that our family had critical illness insurance when Cindy was diagnosed with breast cancer. It allowed me to take time off from work and be there to support and care for my late wife and daughters," Mr O'Leary said.

“People don’t hesitate to take out house and car insurance, but critical illness insurance is just as important.

“The financial burden can be horrendous as patients endure many months of costly treatment.

“Critical illness insurance pays a lump sum on diagnosis to replace lost income so the financial pressure is alleviated and you can spend more time caring for the family,” he said.

Anyone in the community interested in taking up this offer should phone Infocus on 5443 4311 and mention PINKTOBER® for cmbcf.

Mr Thomas said he was delighted the Infocus Financial Advisers had offered to donate their time and fees to the cause and hoped this education and awareness campaign would appeal to those who may have thought it was out of their financial reach beforehand.

“Our target is for 200 people to purchase critical illness insurance, raising \$44,000 for cmbcf,” he said.

Mr O’Leary thanked Infocus for their continued support and community-minded generosity.

Eagle Boys across the Sunshine Coast is another local business to jump on board and support the Foundation throughout PINKTOBER®. For the entire month, Eagle Boys will donate \$1 from every meal deal purchased at any Eagle Boys location.

Launched in 2007, the Cindy Mackenzie Breast Foundation raises funds to support Sunshine Coast breast cancer sufferers and their families with financial and practical support including, meals, housework, gardening, ironing and payment of medical bills.

In the past twelve months the Foundation has supported over 53 women and their families across the Sunshine Coast with practical, financial and or emotional support.

This PINKTOBER®, schools, sporting clubs and workplaces can show their 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 Sunshine Coast throughout October. Check out www.pinktober.net.au on how to get involved.

If you would like more information on the only registered Sunshine Coast breast cancer charity providing practical and financial support to local families living with breast cancer, visit the website on www.cmbcf.com.au or phone 1300 55 77 10.

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