



## **MEDIA RELEASE**

### **FOR IMMEDIATE RELEASE**

Wednesday, 24<sup>th</sup> May 2017

## **Project Pink Hits the Road for Breast Cancer Research**

***The Project Pink campaign will be driving breast cancer research on a tour of Queensland to reclaim the colour pink, helping to make it just a pretty colour again.***

In 2017, it is estimated that 3,087 Australian women will lose their battle with breast cancer – that's eight women every day, making it the second most common cause of cancer-related death for Australian women.

Breast cancer has long been associated with the bright, vibrant and fun colour that is pink. Why is this? There is nothing pretty about breast cancer; it does not deserve to be associated with such a great colour. It is time to take revenge on the disease that affects so many families in Australia and reclaim the colour pink to make it just a pretty colour again.

The 2017 Project Pink campaign, in partnership with Australian Leisure and Hospitality Group (ALH), was officially launched on Tuesday 23 May during ALH's Annual Manager Conference at Lonestar Tavern on the Gold Coast. The campaign is now entering its 8<sup>th</sup> consecutive year, raising over \$1.8 million for critical breast cancer research in the process.

The 'Project Pink Road Trip', a new addition for 2017, was announced alongside the eye-catching black-coloured 'Project Pink Mobile' which hammered home the message that there is nothing pretty about breast cancer.

123 ALH venues, from as far north as Cairns, out west to Emerald and south as Ballina, will be visited during the 'Project Pink Road Trip'. Each venue will strip a layer of black from the 'Project Pink Mobile', to eventually reveal the colour pink - a symbolic action to take revenge on breast cancer and collectively reclaim the colour pink, piece by piece.

ALH venues and their local communities will come together to host all things pink from Mother's Day until the end of July during the Project Pink campaign through fundraising events and initiatives.

**ALH Queensland State Manager Stephen Clarke removed the first strip of black from the Project Pink Mobile and has challenged Queensland to get behind this community based initiative to help raise a record amount.**

"Almost 70% of our employees are women – so not only is this cancer personal, it strikes a chord with staff to galvanise fundraising like never before," Mr Clarke said.

"All of the hotels will be out for revenge on breast cancer during Project Pink with pink events happening from North Queensland to Northern NSW to raise funds so we can turn the tide on breast cancer. I ask that everyone visits their local ALH venue with friends and family and pink it up to help stop breast cancer."

Long standing Project Pink ambassadors Ita Buttrose, Studio TEN Host and TEN Eyewitness News First At Five Presenter Georgina Lewis are championing to make pink just



a pretty colour again in 2017. In exciting news Libby Babet, Channel TEN's 'The Biggest Loser: Transformed' Trainer, will be switching her allegiance to 'Team Pink' for the Project Pink campaign.

**Speaking about joining the campaign, Libby said:**

"Breast cancer affects thousands of women, and their families, in Australia every year. I am delighted to join 'Team Pink' and feel privileged to be able to lend my support to the Project Pink campaign to help make pink just a pretty colour again.

"I encourage everyone to be a part of making a difference in our community by supporting breast cancer research through Project Pink - it might just save the life of someone you know and love."

The money raised through Project Pink is helping to support life-saving breast cancer research at the PA Hospital Campus. In particular, the campaign is supporting Dr Fiona Simpson and her lab's research which is looking at how to make current treatment resistant cancer cells, like Triple Negative Breast Cancer, respond to targeted therapy by combining it with a drug that has been in clinical use for over 30 years.

The research project has now gone into clinical trial phase largely thanks to the ongoing support of ALH venues and patrons through Project Pink.

**Speaking about the launch of the 2017 campaign and the 'Project Pink Road Trip', Project Pink Spokesperson Chief Operating Officer Simone Plunkett said:**

"We are incredibly excited to launch our 2017 Project Pink campaign in collaboration with ALH and their communities and look forward to visiting our fundraising champions throughout Queensland during the road trip.

"This horrible disease has been associated with the colour pink for too long and we have decided enough is enough. Project Pink is about bringing the community together to beat breast cancer and make pink just a pretty colour again."

You can follow the progress of the 'Project Pink Road Trip', find your nearest ALH venue and donate to the campaign at [www.projectpink.org.au](http://www.projectpink.org.au).

##ENDS##

**Notes to Editors**

For further information or to arrange an interview, please contact: Alex Gregg, Media and Communications Manager – PA Research Foundation on 07 3176 5024 / 0413 729 217 or at [alex@pafoundation.org.au](mailto:alex@pafoundation.org.au).

High-res campaign launch images available upon request

**About Project Pink**

Project Pink in partnership with Australian Leisure and Hospitality Group (ALH) is now entering its 8<sup>th</sup> year of campaigning throughout Queensland to raise funds for breast cancer research. To date, over \$1.8 million has been raised for critical breast cancer research projects at the PA Hospital, home of the world's first cancer vaccine. 123 ALH venues and their local communities will come together to host all things pink from Mother's Day until the end of July during the Project Pink campaign through fundraising events and initiatives. Visit [www.projectpink.org.au](http://www.projectpink.org.au) for further information.