



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Monday 2 October 2017

Aveo helping to make pink just a pretty colour again

Aveo communities nationwide will be 'going pink' once again for the month of October in support of life-saving breast cancer research.

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.

Motivated by these statistics, the PA Research Foundation's Project Pink campaign raises awareness and vital funds for breast cancer research at a community level, with the ultimate goal to beat breast cancer.

Last year, Aveo's inaugural year of supporting Project Pink, residents, staff and partners collectively held 84 events raising and donating more than \$80,000 for the campaign.

With 13,000 residents living in Aveo communities across Australia, there will be no shortage of pink during this year's campaign as employees and residents host a variety of events from art shows, fun runs, high teas and pink lunches.

Speaking about the partnership between Aveo and the PA Research Foundation, Aveo CEO Geoff Grady said:

"As our principles become aligned in transforming lives through increased health and wellbeing, Aveo are supporting 'Project Pink' again this year, in October, which is Breast Cancer Awareness month.

"Our Aveo communities are united by the cause and this year Aveo Group will be matching dollar for dollar on all funds raised by our residents and staff so we will surpass upon the successful fundraising of 2016.

"The Project Pink campaign is a great way for our residents to actively participate in a meaningful fundraiser for a world-class medical research fundraising organisation," said Grady.

The money raised through Project Pink is helping to support life-saving breast cancer research at the PA Hospital Campus – home to the world's first cancer vaccine.

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 an anti-nausea drug that has been in clinical use for over 30 years.

PA Research Foundation CEO Damian Topp said the amount raised by the Aveo communities came at a pivotal time for Dr Simpson's research.

"Dr Simpson's project has now gone into clinical trial phase and the money raised by the Aveo community provided an incredibly well-timed injection of funds to allow this to happen.



“Project Pink is about bringing the community together to beat breast cancer, which is why we are very proud to be partnering again with Aveo’s community,” said Topp.

For further information on Project Pink, please visit www.projectpink.org.au.

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Notes to Editors

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About Project Pink

Project Pink in partnership with the Aveo Group is entering its 2nd year of campaigning nationwide to raise funds for breast cancer research. To date, over \$80,000 has been raised for critical breast cancer research projects at the PA Hospital, home of the world’s first cancer vaccine. 105 Aveo Communities will come together to host all things pink during October for the Project Pink campaign through fundraising events and initiatives. Visit www.projectpink.com.au for further information.