

PROJECT PINK – Let's make pink a pretty colour again

The colour pink is fun, it's bright and has long been associated with the fight against breast cancer but wouldn't it be great if pink was just a pretty colour again?

Ita Buttrose, acclaimed media icon and Studio Ten Host, is throwing her might behind a very special campaign called Project Pink – raising funds for life-saving breast cancer research and helping to make pink just a pretty colour again. "When I think of the colour pink I more often than not associate it with the fight against breast cancer. I'm really looking forward to the day when pink becomes just a colour again!" says Ita.

The annual breast cancer fundraiser is an initiative of the PA Research Foundation with partners Australian Leisure and Hospitality Group (ALH) and Network Ten. Now in its 7th year all 120 ALH Hotels across Queensland and Northern NSW will champion Project Pink to help stop breast cancer.

Every year 2,500 Australian women lose their battle with breast cancer – that's seven women a day, making it the second most common cause of cancer-related death. Funds raised for the campaign will support revolutionary breast cancer research projects for scientists like the PA's Dr Fiona Simpson who is working closely with PA breast cancer surgeon Associate Professor Ian Bennett and their team to:



- Make Breast Cancer treatment effective for women who have chemotherapy resistant breast cancer tumours
- Give real hope for those women with the most aggressive form of Breast Cancer – ER Triple negative Breast Cancer – the most resistant breast cancer to current treatments available.

Together Dr Simpson and Associate Professor Ian Bennett are showing the world how to make current treatment resistant cancer cells, like ER Triple Negative Breast Cancer, respond to chemotherapy by combining a drug that has been in clinical use for over 30 years.

Project Pink support will help accelerate these types of innovative research projects to patient trials with the potential to change the nature of breast cancer treatment on a global scale. To make 'pink' just a pretty colour again and to help stop breast cancer visit one of the Australian Leisure and Hospitality venues or visit projectpink.org.au

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Making pink a pretty colour again

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HELP US STOP BREAST CANCER

It could save the life of someone you love.

Project Pink Ambassadors Georgina Lewis
Ten Eyewitness News & Ita Buttrose Studio Ten