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| cid:image003.png@01D1AD00.C32BD510 | **Pink Lady Match 2019****MCG turns pink in support** **of Australians affected by** **breast cancer** |  |

**MEDIA RELEASE**

**Friday 3 May 2017**

Football fans are encouraged to help turn the MCG pink on Saturday 4 May in support of all Australians affected by breast cancer.

The annual Pink Lady Match will take place in Round Seven of the Toyota AFL Premiership Season and will see Melbourne Football Club take on traditional rival Hawthorn Football Club in support of Breast Cancer Network Australia (BCNA), the national organisation which works to ensure people affected by breast cancer receive the very best support, information, treatment and care.

Women, men and their families from across the country will attend the match, wearing a touch of pink, to show their support for those going through breast cancer right now and also for the 19,000 people who are expected to be diagnosed this year.

Outside the MCG there will be a mass planting of Pink Lady silhouettes, with footy-goers encouraged to write a personal message on a silhouette to show their support for someone who has been affected by breast cancer.

BCNA CEO Kirsten Pilatti said most people know someone who has been personally affected by breast cancer, so it’s a cause that’s close to the community’s heart.

“This year it is expected that 19,371 women and 164 men will be told they have breast cancer, and we know from that moment on their world changes forever. Events like the Pink Lady Match enable Breast Cancer Network Australia to support, inform and connect all Australians with breast cancer from that moment their world is turned upside down,” said Kirsten.

Simon Goodwin, Coach of Melbourne Football Club – a long-standing partner of BCNA – said most people know someone who has been affected by breast cancer, making it a cause close to the hearts of many.

“Melbourne Football Club has been a proud partner of Breast Cancer Network Australia for 15 years now. It’s a cause that’s important to our club, our fans and the community – and the Pink Lady Match is a way we can all pay tribute to those who have been impacted.”

As part of this year’s Pink Lady Match Melbourne Football Club will be calling on the junior clubs in their network to be like the Dees and hold a Pink Sports Day. Clubs will be encouraged to PLAY4BCNA and send a message to their local community that they support every family who has been affected by breast cancer.

“Melbourne Football Club has been a partner of Breast Cancer Network Australia for 15 years now and we’re looking forward to working with them again to create an opportunity for the club’s supporters, all footy fans and those with a personal experience of breast cancer to come together and pay tribute to all Australians affected by this disease,” said Kirsten.

The Pink Lady Match – proudly supported by BCNA’s major event partner Red Energy – raises much needed funds and awareness for BCNA and all proceeds from tickets sold are donated to BCNA to continue its work supporting all Australians affected by breast cancer.

General admission tickets for the Pink Lady Match are available for $5 from https://premier.ticketek.com.au/shows/Show.aspx?sh=MELBO0719&fbclid=IwAR3JF8\_\_Pwz8owL3SQnpvhVTwsRSEskua91zCmItz955zQdWRXMRC4-FCyU

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