



WY WOMEN IN SUPER

Major Sponsor

Mother's  
Day  
Classic



I MAKE  
MOTHER'S DAY  
MEAN MORE  
SUPPORT BREAST CANCER RESEARCH

Embargoed until Tuesday 4 February, 2020

## MEDIA RELEASE

Attention: Editors, Chiefs of Staff, Reporters, all metro and regional publications

### **Register now for 2020 Mother's Day Classic walk and fun run and save up to 35%\* with Early Bird prices**

*Sign up to be a part of something BIG on 10 May*

The **Women in Super Mother's Day Classic** is an annual walk and fun run raising awareness and funds for life-changing breast cancer research held in up to 100 locations across Australia on Mother's Day, Sunday 10 May.

Show your support for the [Mother's Day Classic \(MDC\)](#) and breast cancer research **today on World Cancer Day**. World Cancer Day is a collective call to action to reduce the global impact of cancer, celebrating the power of individual action to make positive and lasting change for the future.

[Register now](#) and let's stop breast cancer together

Be a part of something big - 1 day, up to 100 fun runs and 100,000 people nationwide – there's sure to be an event near you. Register today, bring along your family and friends and join the wider community to Make your Mother's Day Mean More this year – together we can make a real difference.

**Zara Lawless, MDC Foundation CEO** said the event and the extraordinary efforts of everyone involved, particularly the volunteers, embodies the meaning of stronger together.

*"The Mother's Day Classic is so much more than the sum of its parts. It is more than just a fun run and walk and it is more than a highly successful fundraiser. It is a celebration that brings communities, right across Australia, together on Mother's Day, acknowledging and celebrating the lives of those touched by breast cancer,"* said Ms Lawless.

The Mother's Day Classic Foundation (MDCF) is the single largest donor to the National Breast Cancer Foundation (NBCF). Established in 1998 by the networking and advocacy body Women in Super, the MDCF has funded [70 research programs](#) and more than 250 Australian scientists, all focused on improving the survival outcomes of those diagnosed with breast cancer.

In 2019 there were 10 major metropolitan events and 78 regional events which together raised an outstanding \$1.75 million for the National Breast Cancer Foundation (NBCF) bringing the overall funds raised since 1998 to \$37.05 million. Our goal is to raise a further \$3 million by the end of 2020.

*Since 1994, the 5-year survival rate for breast cancer has improved from 76% to 91%*

This summer season has been extremely difficult so far for many of the MDC regional communities, particularly on the east coast of Australia and in parts of WA, affected by the recent bushfire crisis.

In a show of solidarity and support for these communities impacted directly or indirectly from the bushfires, the 2020 *Mother's Day Classic* encourages participants to pack up Mum, family and friends, [register for a regional event](#) and spend the Mother's Day weekend in one of the fire affected regions. By registering to walk or run in one of these events you will be assisting in the rebuilding and recovery efforts for the local communities and businesses.



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*"The Mother's Day Classic regional events in bushfire affected areas continue to be organised by some of our most passionate and community focused volunteers. Get on board and support both breast cancer research and the local recovery of fire affected communities by registering at one of our many regional events throughout the country," Ms Lawless said.*

If there is [no event registered near you](#), you and your friends can set up your own Mother's Day Classic event in your town, no matter how big or small. All you need is a local park or circuit, some walking shoes and a group of people to come together to raise money for a great cause!

-ENDS-

***Breast cancer is the most commonly diagnosed cancer in Australia. Its incidence is rising faster than any other cancer – with 8 women dying from the disease every single day<sup>1</sup>.***

***A woman's risk of breast cancer is now 1 in 7, up from 1 in 8 in the last year alone<sup>2</sup>. Together we can improve the lives of the 53 women diagnosed with breast cancer each day – now and in the future.***

The 2020 Mother's Day Classic walk and fun run will be held on Sunday 10 May in up to 100 locations from capital cities, regional centres and remote towns across Australia.

For all media enquiries, images and further information please contact:

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**Founded by:** Women in Super (WIS) is a national member organisation consisting of women working in the superannuation and related financial services industries. WIS cares about the health of women as well as their financial wellbeing and in 1998 established the Mother's Day Classic, an event which has become the single largest donor to the NBCF.

**NBCF:** The National Breast Cancer Foundation (NBCF) is Australia's leading national body funding game-changing breast cancer research with money raised entirely by the Australian public.

We receive no government funding. What we do, would not be possible without the support and generosity of people and organisations like YOU. Our mission is simple: stop deaths from breast cancer. How? By identifying, funding and championing world-class research - research that will help us detect tumours earlier, improve treatment outcomes, and ultimately – save lives. To date, NBCF has raised over \$173 million to fund 538 world-class breast cancer research projects in Australia.

**Proud major sponsor – ME Bank**

We believe every Australian should live the best life they can, which is why we've sponsored the Mother's Day Classic since 2005.

Meet the bank in the fight against breast cancer at [me.com.au](http://me.com.au)

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Twitter: [https://twitter.com/MDC\\_walk\\_run](https://twitter.com/MDC_walk_run)

Hashtags: #makeitmeanmore #mdc2020

<sup>1</sup> Australian Institute of Health and Welfare & Cancer Australia 2019. Canberra: AIHW

<sup>2</sup> Breast cancer in Australia statistics | Breast cancer. (2018). Retrieved 25 September 2019, from <https://breastcancer.canceraustralia.gov.au/statistics>

\*Not available for regional event locations. Savings will vary based on location and registration types.