**Pink Up Your Town Events Announced in *Location***

**Date TBC**

The *location* Pink Up Your Town committee is proud to announce some of the exciting events community members can get involved with throughout October in support of the McGrath Foundation.

October is Breast Cancer Awareness Month and *location* is taking part in the McGrath Foundation’s Pink Up Your Town. The campaign is an incredible initiative where communities come together to ‘pink up’ and raise funds for McGrath Breast Care Nurses while also creating a visual show of support for local people going through breast cancer.

“*Location* is proud to be taking part in such a wonderful campaign and it’s great to see the community coming together in support of the McGrath Foundation,” said *your name*, *location* Pink Up Your Town Committee Chair.

“There are so many exciting activities taking part throughout October, from *community cricket games* to *our community high tea* and *even a beautiful gala dinner to celebrate our success at the end of the month.*”

“We’re still on the lookout for other initiatives so if you’ve got an idea, please get in touch so we can work together to expand our support for the McGrath Foundation.”

Confirmed initiatives include:

* *Initiative* at *location* on *date*
* *Initiative* at *location* on *date*
* *Initiative* at *location* on *date*
* *E.g.* Long Lunch at *Restaurant* on Saturday 13 October

*Your name* said Pink Up Your Town was a cause close to *his/her* heart and it filled *him/her* with pride to see the community getting involved.

“*Location* is a wonderful place to live and supporting the McGrath Foundation’s Pink Up Your Town is a lovely reminder of how generous and enthusiastic our community members are,” *s/he* said. “McGrath Breast Care Nurses make such an amazing difference, so we are proud to be contributing towards funding nurses in communities across Australia.”

One in seven women will receive a breast cancer diagnosis before the age of 85 and approximately 164 men across Australia will also be diagnosed with breast cancer this year[[1]](#endnote-1).

­Tracy Bevan, McGrath Foundation Ambassador & Director said: “If there’s anything the past few years in Australia have shown us, it’s the strength of our communities and how much we can achieve when we come together. The work of the *location* Pink Up Your Town committee is incredibly important to the McGrath Foundation and we cannot thank them enough for their efforts.

“It’s through the support of communities such as *location* that we’re able to continue funding McGrath Breast Care Nurses in areas that need them most.”

**About the McGrath Foundation**

The McGrath Foundation raises funds to support people with breast cancer by providing specialist McGrath Breast Care Nurses where they are most needed across Australia.

The Foundation currently funds 177 McGrath Breast Care Nurses who provide essential physical and emotional support *free of charge* to anyone experiencing breast cancer and their families from diagnosis and throughout their treatment.

Breast cancer is estimated to be the most commonly diagnosed cancer in Australia (1 in 7 women will be diagnosed in their lifetime) and as the rate of diagnoses increases, so too does the need for more McGrath Breast Care Nurses.

Ongoing funding is needed for our 177 McGrath Breast Care Nurses to ensure they can continue to provide support to families experiencing breast cancer across Australia.

To find out more and to donate go to: [www.mcgrathfoundation.com.au](http://www.mcgrathfoundation.com.au)

Together, we can make a difference.

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| For more information contact: |
| *Your Name**Your Email*T *XX* M *XX*

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1. Australian Government, Australian Institute of Health and Welfare (AIHW). Cancer in Australia 2019. [*https://www.aihw.gov.au/reports/cancer/cancer-in-australia-2019/data*](https://www.aihw.gov.au/reports/cancer/cancer-in-australia-2019/data) [↑](#endnote-ref-1)