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**MEDIA ALERT**

**XX AUGUST 2022**

***XX LOCATION* LOCALS URGED TO TURN PINK THIS OCTOBER**

*XX location* will show the power of pink this October as the *town/suburb/area* takes part in the McGrath Foundation’s Pink Up Your Town campaign to help families experiencing breast cancer.

Still in the planning stages, the *area* committee is calling for more volunteers to either join the committee or for businesses that are interested in getting involved. Volunteer committees and associated businesses are the heart of the McGrath Foundation’s Pink Up Your Town campaign, with members from all backgrounds, professions and walks of life.

McGrath Foundation Ambassador & Director, Tracy Bevan said, “Pink Up Your Town is such a fun initiative to get involved with and you can do so knowing you really are making an impact. Breast cancer is the most commonly diagnosed cancer in Australia, so our McGrath Breast Care Nurses are needed more than ever. It is 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.”

Pink Up Your Town is an initiative run through the McGrath Foundation in which communities come together to ‘Pink Up’ – not only to raise vital funds that support specialist McGrath Breast Care Nurses, but to create a visual show of support for local people going through breast cancer.

Each Pink Up Your Town Committee commits to a fundraising goal and there are several key roles keen community members can fill.

**Pink Up Your Town Committee Roles:**

* Committee Chair
* Special Events Chair
* Event Co-Chair (activities/logistics)
* Fundraising Chair (Sponsorship/Donations)
* Fundraising Co-Chair
* Publicity/Promotion Chair
* Admin and Finance Chair

Local businesses are also encouraged to get involved and ‘Pink Up’ by hosting events, housing donation boxes on countertops or other shows of support for the local committee. If you have an idea you’d like to bring to life for your local business in support of the McGrath Foundation, please contact your local Pink Up Your Town Committee.

**For more information, please contact:**

*Your name
Your email*

*Your phone number*



**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.