



## **"Aussie Pride Eggs" supporting the National Breast Cancer Foundation**

### **PRESS RELEASE**

#### **For general release**

The team at "Aussie Pride Eggs" are calling on all egg lovers to support those whose lives have been touched by breast cancer.

Help assist us in raising valuable funds for the National Breast Cancer Foundation so that they can continue to fund research into all aspects of breast cancer, the most common cause of death by cancer among Australian women.

From the week commencing 16<sup>th</sup> April, 2007, the team at Aussie Pride Packs will be donating 10c to the National Breast Cancer Foundation from every Farm Pride Rink Ribbon Cage 600g and Golden Eggs Pink Ribbon 50g 12pk Eggs sold through selected Coles, Woolworths supermarkets.

The National Breast Cancer Foundation is the only national not-for-profit organisation that is dedicated to supporting and promoting high quality research into the prevention, detection and treatment of breast cancer.

The Foundation is committed to funding high quality research responsive to the needs and interests of women affected by breast cancer. Since being established in 1994, the Foundation has awarded more than \$22 million to 133 breast cancer research projects across Australia.

Initiatives such as "Aussie Pride Eggs" make a vital contribution towards allowing the Foundation to continue its work.

By buying "Aussie Pride Eggs" you have the chance to make a real difference to many people's lives – men, women and children!

For further information please contact:

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