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Press information
For immediate release



Masport goes pink for Breast Cancer Action Month

On Pink Ribbon Appeal Day - Friday 14 October - the staff and premises of Masport will be going pink to raise money for the New Zealand Breast Cancer Foundation.

There are a number of employees at Masport who will don pink, decorate their workplaces, have a pink morning tea, enter raffles, and donate in order to raise funds for and create awareness of Breast Cancer.

Evangelia (Van) Henderson, Chief Executive of The New Zealand Breast Cancer Foundation applauded the efforts of Masport Limited. "You know, its activity like this at community level that makes the biggest impact," she said. "This is where awareness and fundraising come together to create change for the better."

To take action against breast cancer this month, The New Zealand Breast Cancer Foundation wants women over 20 to be breast aware and go to the doctor if they notice any changes. If they are 40 years or over, they urge women to go for regular screening mammograms.

The funds raised during Breast Cancer Action Month will help fund vital research into breast cancer in New Zealand, as well as the education, awareness and community outreach programmes that the New Zealand Breast Cancer Foundation supports.

The New Zealand Breast Cancer Foundation has created a viral advertising campaign called Save Seven – a series of seven beautiful stories of hope told by NZ women with breast cancer. To view them, visit www.saveseven.co.nz

For information about other activities during Breast Cancer Action Month, visit www.takeaction.org.nz

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