

News from the SBCF

2007 was another extremely successful year for the Sydney Breast Cancer Foundation ("SBCF"). The SBCF has provided patients and their families with specialist breast cancer care and support, continued our contribution to research and provided state of the art equipment for the Sydney Breast Cancer Institute.

Thank you to the SBCF Committee for their voluntary and tireless efforts. A special thank you to Pam Hance our previous President, who not only delivered another wonderful Pink Ribbon Ball last year, but also underwent major reconstructive surgery and was brave and selfless enough to share it with us all though the RPAH television series.

In 2007 the SBCF had three very successful events with the Rugby Long Lunch, Pink Ribbon Ball and Putting on the Pink Ladies Lunch. We would like to thank the event Sub-

Committees for producing outstanding and professional events. We would also like to thank the supporters of these events and look forward to seeing you at the 2008 events which promise to be even bigger and better.

Special thanks to all our sponsors - in particular, our major sponsors for 2007 **Richard Crookes Constructions** who are on board once again for 2008 and **Brambles** for their support last year.

A very warm welcome to our new Sydney Breast Cancer Foundation Partners, **J&J O'Brien, Splash Clinic, Scarborough Wines** and **Roche Pharmaceuticals**.

2008 is shaping up to be another successful year for the SBCF. Our appreciation goes to our sponsors and supporters; with your continued support we are making a real difference in the fight against breast cancer.

SBCF Mission Statement

The SBCF has a multidisciplinary approach, focused on activities and raising funds for Support, Treatment, Awareness and Research which helps individuals, their partners and families facing breast cancer.

www.sbcf.org.au

Check out our website for online access to information on SBCF events, sponsors and friends, enquiries, bookings and merchandise.

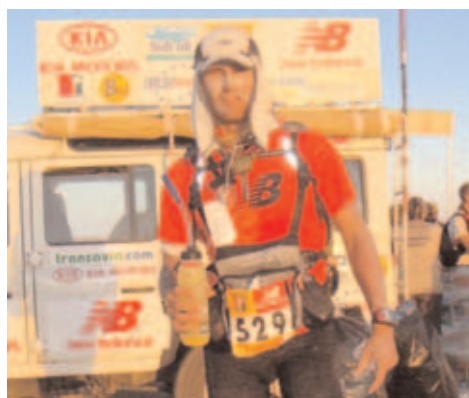
Designed and sponsored by Webqem.



Extreme Marathon Effort to Raise Funds for SBCF

Antony Shaw, a 34 year old father from NSW undertook the five-day 245 km Marathon des Sables (Marathon of the Sands), across the Sahara desert in Morocco last month. It is known as the toughest footrace in the world. Antony completed the marathon and came in 155th position overall out of 802 competitors. Antony raised over \$19,000 for the Sydney Breast Cancer Foundation in honour of his mother, Wadette Shaw who is a breast cancer survivor.

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Queenie Chan

On Monday January 7 2008 while getting dressed for work, Queenie Chan noticed a thickening of an area of skin on her right breast. She immediately contacted her GP who arranged for her to have a mammogram two days later. The mammogram showed a suspected cancer and was then referred for a biopsy, which confirmed Queenie's worst fears: she had breast cancer.

Queenie is a nurse with the Vascular Access Team at Royal Prince Alfred Hospital with over 20 years experience in dealing with cancer patients. Yet despite this, when diagnosed with breast cancer her first reaction was similar to that of many other patients; "I felt total shock, then panic, and the feeling that I never thought this would happen to me. I was totally devastated and couldn't sleep."

From there, Queenie's ongoing treatment and care was referred to the team of experts at the Sydney Breast Cancer Institute based at Royal Prince Alfred Hospital. The level of care provided by the Institute to Queenie and hundreds of other patients like her each year, is enhanced by vital funding provided by the SBCF for additional staffing and medical equipment, not otherwise available.

Soon after, under the care of Professor Hugh Carmalt, Queenie underwent a

mastectomy of her right breast and removal of lymph nodes. Queenie's treatment plan was managed by the Institute's Breast Cancer Care Co-ordinator, one of four vital Institute roles funded, or part funded, by the SBCF. The Breast Cancer Care Co-ordinator, is the central point of contact for patients' treatment needs, before, during and after treatment, liaising between the patient and members of the multidisciplinary treatment team at the Institute. This includes a wide range of medical specialists and care practitioners covering the mental and physical wellbeing of patients with breast cancer.



Queenie catches a leather jacket deep sea fishing

"After my surgery the Co-ordinator was a fantastic source of moral support and all kinds of information I needed, including wound care management, and access to physiotherapy and Lymphoedema practitioners. She even helped me obtain a special prosthesis, and a personal makeover course covering hair, makeup, wigs and the like."

Queenie is currently undergoing over four months of chemotherapy under Dr Jane Beith and has lost most of her hair. A five-week course of radiotherapy with radiation oncologist, Dr Susan Carol, will follow the chemo some time in June.

By a fortunate coincidence, Queenie's Sister, Lillian was in Sydney from Malaysia for Christmas holidays and has been able to stay on to provide support and care for her sister during this difficult time, including helping her with regular massage to keep the swelling down and reducing the risk of Lymphoedema.

Despite her battle with breast cancer Queenie is absolutely determined not to let the illness defeat her while undergoing post operative treatment to maximise her chance of a full recovery. Queenie is blessed to have a very supportive family and friends and loving husband Lui. She keeps busy and active and loves food and cooking, especially trying out new dishes with family and friends. Queenie lives in Turramurra and fishes regularly at Bobbin Head for bream, mud crabs and flathead.

"Life goes on. I still keep busy and active and do all the things I love including shopping, gardening, socialising and being active with my Church." Ultimately, Queenie attributes her ability to retain such an incredibly positive outlook to the four F's in her life: "Faith, Family, Friends and Fishing!"

The Sydney Breast Cancer Foundation is proud to have been able to provide support to the Sydney Breast Cancer Institute to help Queenie and all the incredible women like her with their care and treatment for breast cancer.

Lady Members of Cromer Golf Club

Lady members of Cromer Golf Club have once again held their open golf day to raise funds for the SBCF in honour of the many women at the Club who have been directly and indirectly affected by breast cancer. Held in April 2007, the Open Golf Day was attended by members of Cromer and other golf clubs and raised over \$16,000 for the SBCF. Players went to a great deal of effort to dress up in pink, many even wearing their pink undies on the outside to raise

funds for breast cancer! A cheque was presented to the SBCF at yet another fundraising day for the SBCF in September 2007.

The Sydney Breast Cancer Foundation is deeply touched by the dedication of the lady members of Cromer Golf Club. We would like to thank President Coral Hatty and everyone concerned for their tireless efforts to raise funds to help the Sydney Breast Cancer Institute provide care and treatment to sufferers of breast cancer.



Lady members of Cromer Golf Club at a Golf Day fundraising event for SBCF

Extreme Marathon Effort to raise Funds for SBCF *(continued from front page)*



"12 months ago I was diagnosed with breast cancer. I have fought and I have survived. Now my beautiful son Antony is running the Marathon Des Sables to assist other Breast Cancer sufferers with their fight. I thank Antony and all you amazing people who are there with support no matter how small. Thank you." Wadette Shaw

The five day ultra marathon undertaken by Antony Shaw commenced on March 31 2008 and took place across the Southern Moroccan Sahara in scorching heat and the most inhospitable terrain imaginable with competitors carrying all personal belongings and food for the entire event in

their backpacks.

Antony chose to support the Sydney Breast Cancer Foundation because "they provide support to individual breast cancer sufferers and their families. This disease is far too stressful as it is, without the added pressures of financial burden. This small gesture by me and now by you directly helps some breast cancer sufferers who need it most!"

Congratulations Antony from everyone at The Sydney Breast Cancer Foundation this is a truly amazing and inspirational achievement!

Cobar Roosters wear pink for SBCF

On June 10, 2007, The Cobar Roosters Rugby League First Grade team dedicated their match against Narromine at Tom Knight Memorial Oval in Cobar to raising funds for charity.

The Roosters players donned a special pink and blue jersey in support of two charities; Angel Flight, providing non emergency flights for financially and medically needy people; and Sydney Breast Cancer Foundation, in honour of the women in their lives who endured players' long hours at the Club, and to the many incidences of breast cancer the team had collectively experienced over the years.

20 special jerseys, shorts and socks, were ordered and paid for by the 17 players. The remaining three sets were auctioned and raffled. The special jerseys were so hotly contested that Captain Coach, Damien Connor even gave the shirt off his own back to raise further funds!

The event drew a huge crowd of supporters, raising \$8,000 for the SBCF. Our sincere thanks go to the Cobar Roosters and everyone involved in this special day for making a real difference to the treatment of breast cancer patients through the Sydney Breast Cancer Institute.



Scarborough Wine Label Changes for Pink Ribbon Month



A big thank you to our friends at Scarborough Wines from the Hunter Valley, who launched a special edition Blue Label Chardonnay in support of Breast Cancer Awareness Month in October 2007. Scarborough substituted the usual blue ribbon featured on the wine label for a Pink Ribbon and threw in an extra bottle free of charge for every case sold. A generous contribution from every bottle sold was donated to the SBCF.

The Rugby Long Lunch

On Friday July 27 2007, rugby greats took to the field to support the Sydney Breast Cancer Foundation at the annual Rugby Long Lunch. John Connolly, Brendan Cannon and David Giffin joined together in a lively panel discussion on 'The Rugby World Cup'. Insights from then Wallaby coach John Connolly on last year's Rugby World Cup were a highlight of the panel discussion. Patron of the Sydney Breast Cancer Foundation, Sir Nicholas Shehadie AC, OBE, shared some of his very special personal experiences as an Ex-Wallaby.

The lunch was a great success with over 600 guests attending and raising in excess of \$270,000. For the fifth year running, Richard Crookes Constructions was the major sponsor of the event.

Throughout the lunch, prizes were raffled and auctioned including an A3 Audi, which went to one ecstatic guest on the day and a five-day luxury stay in a water villa at the W Maldives donated by Starwood Hotels and Resorts.

We would like to thank Richard Crookes Constructions once again for being the major sponsor of the event. We would also like to thank our key sponsors including Starwood Hotels and Resorts, Wearne & Co, Fermiscan, Sydney Cricket Sports Ground Trust, Fox Sports, Emirates, The Classic Safari Company, Hilton Sydney, Air Tahiti Nui and Audi Centre Sydney.

The 2008 Rugby Long Lunch will be held at the Hilton Hotel on Friday July 11. Guests will be entertained by our special guest speaker **Robbie Deans** the new Wallabies coach while enjoying fine wines and a premium three-course lunch.

The afternoon will be a great way to end the working week whilst simultaneously supporting an extremely worthwhile cause. We anticipate that the 2008 Rugby Long Lunch will be even bigger and better than last year! Tables of 10 are \$2,000. **Book now at www.sbcf.org.au to avoid disappointment as numbers are limited.**



From L to R; Brendan Cannon, John Connolly, Toby Lawson, David Giffin at the 2007 Rugby Long Lunch

Putting on the Pink Ladies Lunch

On Friday October 26 2007, Harbours Edge Event centre was dressed in pink balloons and rose petals (Thanks to Party with Us and Roses Only) for the annual SBCF "Putting on the Pink" Ladies Lunch. More than 300 guests joined MC Deborah Knight from Channel Ten and our guest speaker, Susan Duncan, author of Salvation Creek, for a wonderful afternoon raising significant funds for breast cancer.



After canapés, a delicious two-course meal was served, accompanied by beautiful wines supplied by Scarborough Wines. Guests were entertained by Jazz singer Julia Clark during the afternoon. Guests received gift bags full of goodies including St Dalfour jams, Marie Claire magazines as well as a range of gift vouchers from our many valued product sponsors. We would especially like to thank our Event Sponsors including The Cuisine Group, Harbours Edge Event Centre, Splash Clinic, Primo Platters, OCAH designs, Scarborough Wines, Intimo Lingerie, and not forgetting our very supportive Corporate Table Sponsors Valad Property Group, Colin Biggers and Paisley, NAB Private, Minter Ellison, CBA EIT Operations and Strathfield Hospital.

This year the 2008 "Putting on the Pink" Ladies Lunch will be held on Friday September 5 at Jordons Restaurant, Darling Harbour and include lunch, beverages, and celebrity MC Angela Bishop from Channel Ten, plus lots of giveaways and prizes. Tickets are \$88 per head, \$850 per table of 10 and \$1,650 for corporate tables of 10.

Book now at www.sbcf.org.au to join in the fun and support this fantastic cause.

The "Twinkle into Pink" Pink Ribbon Ball

The "Twinkle into Pink" Pink Ribbon Ball 2007 Twinkled into Pink under the lights of Star City. Over 500 guests enjoyed a great night hosted by Stephanie Brantz and entertained by Monica Trapaga and Tall Pop Syndrome. The lucky winner of the Toyota Yaris, generously donated by Toyota, was won by Julia Thompson. Over \$100,000 was raised on the night with all guests participating in the Silent Auction, the Raffle and of course our World Cup Trivia Quiz!

We would like to thank all our Major Sponsors including Air France, Toyota and Pernod Ricard who donated brilliant prizes and product to ensure that the night was the success that it was. Thanks also to the "Twinkle into Pink" Pink Ribbon Ball Committee who tirelessly worked on making the 2007 Pink Ribbon Ball a night to remember!



From L to R; Isabel Thompson, Tracie Minto, Laura Beamont, Mary Peiffer, Pam Hance, Stephen Rogan, Jocelyn Webb, Justine Brandt, Bridget Powell



From L to R; Deborah Bacon, National Sales Manager Toyota, Toyota Yaris winner Julia Thompson, Monica Trapaga and Stephanie Brantz

The 2008 Pink Ribbon Ball will be held on Saturday October 18, 2008 in the Grand Ballroom at the Westin Hotel.

Entertainment is by "Hit Machine", dress is Black Tie.

Tickets are \$230 per ticket or \$2,000 per table of 10 and include a 3 course meal and beverages.

Book now at www.sbcf.org.au to avoid disappointment.



Report from Associate Professor Richard West AM

Director Sydney Breast Cancer Institute

2007 was a record year for the Institute in terms of activities and fundraising.

I would like to thank the members of the SBCF for all their hard work last year. In particular, I would like to thank the organisers and the committees of the various events.

The 2007 Rugby Long Lunch which was organised by Deborah West and her committee, was better than ever with over \$300,000 being raised on the day. I would like to thank the members of the Rugby community for their support and Richard Crookes Constructions for their continuing and very generous sponsorship.

We had a number of events in October, which is Breast Cancer month. The Ladies Lunch was organised by Danielle Walley. Once again it was an excellent function and Susan Duncan author of "Salvation Creek" was an inspirational guest speaker.

The Pink Ribbon Ball was an outstanding success. It was the third ball organised by Pam Hance, our past president and her committee. I would also like to thank Pam Hance for her outstanding efforts as President of the SBCF last year.

I must thank Harriett Harrison our Treasurer. Harriett is always there and is the back stop for the SBCF. We could not function without her support.

The Institute has had a very busy year. The digital mammographic machines have been installed at Royal Prince Alfred Hospital and will be used by the Breast Screening Programme and the Rachel Foster Breast Clinic. The SBCF contributed \$250,000 towards the \$1 million cost. The digital mammography machines are in full operation and working well. The images are excellent and can be manipulated digitally. Biopsies can also be performed using the machines.

We are also pleased that the Breast Coil has been installed and the MRI machine at Concord Hospital. The SBCF contributed \$50,000 towards this. We are now performing MRI examinations of patients, particularly young patients and those with a genetic risk. The machine enables us to perform guided biopsies on the MRI machine.

The SBCF continues to fund our breast care co-ordinator and breast care nurses. One of our breast care nurses, Robin Wicks left us last year when she retired. Robin was an exceptional breast care nurse and we wish her all the best in her retirement.

The SBCF also funds research programmes which are continuing. Dr. Jane Beith is continuing to supervise the work of our research fellow Dr. Ramya Venkateswaran.

2008 is shaping up to be another great year for the SBCF and the Institute with a number of new sponsors on board and some great events planned.

Sydney Breast Cancer Foundation joins Karma Currency

You can now send your loved ones and colleagues a gift that truly makes a difference through Karma Currency. Karma Currency has partnered with over 100 charities across Australia, including SBCF to create Australia's first not for profit charity gift voucher.

The concept is simple; you log onto the site and gift a personalised voucher of any dollar value to your recipient who then logs onto the site and chooses a gift for a cause of their choice, such as breast cancer, environmental issues, children's issues, homelessness, or many other wonderful gifts.



Log on now to set up an exclusive SBCF gift registry to raise vital funds for breast cancer treatment, patient education and specialised equipment. What a wonderful

talking point at your party! www.karmacurrency.com.au

Where your money goes

A snapshot of our achievements in supporting the Sydney Breast Cancer Institute in 2007 and beyond.

- Funding & provision of a specialist Breast Cancer Care Co-ordinator - 2 days per week
- Funding & provision of a specialist Breast Care Nurse - 4 days per week
- Funding & provision of a specialist Data Co-ordinator Research Nurse - full time
- \$250,000 funding contributed to state of the art digital Mammography machine at Royal Prince Alfred Hospital
- \$50,000 funding contributed to Breast Coil at Concord Hospital, necessary for operation of MRI machine for breast cancer patients
- Funding & provision of a Breast Cancer Research Fellow - full time
- Funding & provision of 3 step Breast Check Cards to encourage self examination/early detection
- 3 major signature events conducted for fund raising and awareness during 2007: The Rugby Long Lunch in July; Putting on the Pink Ladies Lunch in October; and Pink Ribbon Ball in October

Save the Date for 2008

Events to Mark in your diary for 2008:

Thursday May 22	Cosmopolitans for a Cause. New York Cocktail Party. Watershed, Darling Harbour. \$50 per head.
Friday July 11	Rugby Long Lunch. Hilton Hotel Sydney. Tables of 10 only. \$2,000.
Friday September 5	Putting on the Pink Ladies Lunch. Jordons Restaurant, Darling Harbour. \$88 per head, \$850 per table of 10 and \$1,650 for corporate tables of 10.
Saturday October 18	Pink Ribbon Ball. Westin Hotel Sydney. \$230 per ticket, \$2,000 per table of 10.
October date TBC	Pink Ribbon Breakfast. Jacksons on George. Dates and details to be confirmed.

For details and bookings for all events visit: www.sbcf.org.au

Donation Form.

Online: www.sbcf.org.au By Fax: +61 2 9515 7773 By Phone: +61 2 9515 6345
By Post: The Sydney Breast Cancer Foundation, Level 4 Gloucester House RPAH, Missenden Road, Camperdown NSW 2050

Personal Details

Name _____ Company _____

Address _____

Postcode _____ Email _____

Payment Details

I enclose a cheque made payable to The Sydney Breast Cancer Foundation for the amount of: \$

Debit my credit card Amex VISA Diners MasterCard for the amount of: \$

Cardholder's name _____ Card Number _____ Expiry Date _____ Signature _____

I authorise SBCF to make automatic deductions from my credit card monthly until further notice to the value of: \$

Donations over \$2 are tax-deductible. Receipts will be issued.

Pink Ribbon Products

Support the Sydney Breast Cancer Foundation with these great gift ideas.



Pink Ribbon Golf Umbrella
White golf umbrella with Pink Ribbon logo.



Trent Nathan Pink Ribbon Pyjamas
Stunning pink and white striped 100% cotton PJs from Trent Nathan.



Ladies Pink Ribbon Socks
Ribbon cotton socks with pink ribbon design around ankle



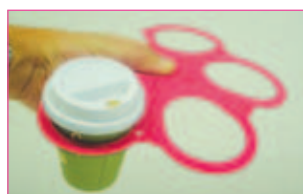
Pink Ribbon Baseball Cap (white)
Pink Ribbon Baseball Caps



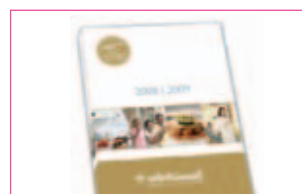
Pink Ribbon Baseball Cap (black)
Pink Ribbon Baseball Caps



NEW 'CHECK THESE OUT' T-Shirt
Ladies black fitted cotton crew-neck t-shirt, with "Check these out" in hot pink sequins.



Pink Ribbon Jack of All Trays
Re-usable, pocket size, fold-away drink/muffin tray. Hold up to four drinks (and/or muffins) in one hand. Pink with Pink Ribbon logo.



2008/9 Entertainment™ Book
Over \$15,000 in valuable offers, valid until June 2009. Restaurants, accommodation and attractions... all with 25% to 50% off or 2-for-1 offers.

View more Pink Ribbon Products by visiting www.sbcf.org.au

Range also includes pink ribbon pins, wrist bands and designer mens ties by Trent Nathan

Order Form

Item	Size (please circle)	Each (inc GST)	Quantity	Total
Pink Ribbon Golf Umbrella	-	\$40.00		
Trent Nathan Pink Ribbon Pyjamas	10 12 14 16 18	\$79.95		
Ladies Pink Ribbon Socks	-	\$10.00		
Pink Ribbon Baseball Cap	white black	\$10.00		
NEW 'CHECK THESE OUT' T-Shirt	10 12 14 16 18 20	\$35.00		
Pink Ribbon Jack of All Trays	-	\$5.95		
2008/9 Entertainment™ Book - SYDNEY		\$65.00		
2008/9 Entertainment™ Book - NORTH SYDNEY		\$65.00		
2008/9 Entertainment™ Book - PARRAMATTA, THE HILLS, BLUE MOUNTAINS & MACARTHUR		\$55.00		
Total:				
Shipping (incl GST):		\$6.00		6.00

Delivery Details

Name _____ Address _____ Postcode _____

Payment Details

I enclose a cheque made payable to The Sydney Breast Cancer Foundation for the amount of: \$ _____

Debit my credit card Amex VISA Diners MasterCard for the amount of: \$ _____

Cardholder's name _____ Card Number _____ Expiry Date _____ Signature _____

I would like to add a tax deductible donation to SBCF for the amount of: \$ _____ (a separate receipt will be issued)

Who are the SBCF?

The Sydney Breast Cancer Foundation is the voluntary fundraising arm of the Sydney Breast Cancer Institute based at Royal Prince Alfred Hospital

Patrons

Her Excellency, Professor Marie Bashir AC CVO,
Governor of New South Wales

Sir Nicholas Shehadie AC, OBE

Committee Members

Dr Jane Beith A/Prof. Hugh Carmalt Mrs Lynne Crookes OAM Ms Pamela Hance Mrs Harriett Harrison (Treasurer)	Mrs Margo-Lynne Lee Ms Danielle Walley Mrs Anne West Ms Deborah West (Vice President) A/Prof. Richard West AM
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Honorary Committee Members

Ms Angela Bishop A/Prof. Stuart Renwick AM Mrs Jacqueline Samuels	Ms Amanda Warn Mrs Jan Warn
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Our Partners

SBCF would like to thank our Partners.

Major Partners:



Supporting Partners



Major In-kind Partners



Business/Corporate Supporters

Roche Oncology	Scarborough Wines
Starwood Hotels	

Community Partners

Cromer Ladies Golf Club	Cobar Rugby League Football Club
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2007 Rugby Long Lunch Event Partners

Richard Crookes Constructions	Sofitel
Fox Sports	Wearne & Co
Sydney Cricket & Sports Ground Trust	
Hilton Hotel Sydney	Emirates
The Classic Safari Company	Fermiscan
Air Tahiti Nui	Starwood Hotels

2007 Pink Ribbon Ball Event Partners

Brokenwood Wines	Jansz
Clever By Design	Citigroup
Toyota Fleet	DigitalRush

2007 Pink Ribbon Ladies Lunch Partners

The Cuisine Group	Roses Only
Harbours Edge Events Centre	Marie Claire
Splash Clinic	Scarborough Wines

In-kind Supporters

The Direct Partnership	IBM
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SBCF thank:



We would like to sincerely thank Richard Crookes Constructions for their ongoing and increasing generosity in support of SBCF. The company is on board once again as a Major Partner of the SBCF and are once again a Major Sponsor of the 2008 Rugby Long Lunch.

Richard Crookes Constructions provides construction, refurbishment and fitout projects for all building types for corporate, institutional, government and private clients.

www.richardcrookes.com.au



Thanks to Michele Smith and the team at Splash Clinic who came on board in September 2007 as a Foundation Supporting Partner. Splash Clinic was also a Key Sponsor of both the 2007 Pink Ribbon Ball and the Ladies Lunch.

SplashClinic now has 9 clinics across Sydney run by registered nurses offering professional services such as permanent laser hair removal, acne treatment, veins and blemish removal and other special treatments including Botox™ to diminish wrinkles and the effects of age.

www.splashclinic.com.au



A warm welcome and thankyou to our latest Foundation Supporting Partner, J&J O'Brien Hoteliers Group, whose venues include Jordons Restaurant, Watershed, Cohibar, Jackson's on George, Marlborough Hotel and Blue Diamond MotorYacht. J&J O'Brien is also a Major Sponsor of the 2008 Pink Ribbon Ladies Lunch on Friday September 5 at Jordons. The group will work with us on a range of promotions benefiting SBCF including a New York-inspired Cosmopolitans for a Cause Cocktail Party at Watershed on Thursday May 22 and a Pink Ribbon Breakfast at Jacksons on George in October. For more information on these events visit our website at www.sbcf.org.au www.jjo.com.au



Enquiries: Sydney Breast Cancer Foundation Tel: 02 9515 6345 Fax: 02 9515 7773
Fundraising Manager: Sophie Capodanno; Administrator/Fundraiser: Karen Ward