



**GET ACTIVE
FOR BREAST
CANCER
RESEARCH**

Embargoed until Thursday, February 4 at 6am.

MEDIA RELEASE

Attention: Editors, Chiefs of Staff, Reporters, all metro and regional publications

MOTHER'S DAY CLASSIC LOCAL SET TO GO IN 2021

The 24th **Women In Super Mother's Day Classic**, the annual national fun run/walk for breast cancer research, is back and will go ahead in 2021, no matter what.

This year the Mother's Day Classic introduces a new initiative: Mother's Day Classic Local, which will give participants the flexibility to choose their own distance and local location combined with the inspirational, community atmosphere seen at traditional Mother's Day Classic events, all in the name of getting active for breast cancer research.

"The Mother's Day Classic Local provides more flexibility for the event than ever, with a strong focus on uniting local communities right across Australia" Zara Lawless, Mother's Day Classic CEO, said.

"You can choose to run, walk or jog in your own local area with family, friends, work colleagues, school friends, gym buddies or others in your community, and do it on a day and time that suits.

"The Mother's Day Classic Local 2021 provides the opportunity to be a part of an inspirational community, supporting those touched by breast cancer and raising vital funds for breast cancer research."

Participants will receive a limited-edition race pack valued at more than \$30 when they register. The race pack includes a backpack, a Mother's Day Classic Local commemorative medal, a personalised race bib, head scarf, start/finish line ribbon to run through, and plenty of sponsor goodies giving participants everything they need to bring the Mother's Day Classic to life.

There is also a special race pack for kids, and for the first time in MDC history you can register your furry friend. Participating pets will receive a bandanna.

Signing up guarantees participants exclusive access to the MDC portal which features a variety of online content, including fitness tips and workouts, cooking and nutrition advice, health and wellness tips, and much more – as well as an array of activities for kids. The portal also allows MDC entrants to track their training kilometres and fundraising efforts, with all proceeds going towards breast cancer research.

In April, there will be a major announcement pinpointing the local locations around the country where you can join in and run, walk or jog for the Mother's Day Classic Local with others on Mother's Day on Sunday, May 9, in a COVID-safe manner. All registered participants will be invited to join these local locations at no additional cost. Participants just need to select their preferred local location.



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"In light of the ever-changing environment across the country, we can't host traditional-style mass participation events. But we are planning to set up local locations across the country in metro, urban and regional areas where Mother's Day Classic supporters can don their pink attire, connect with the MDC community, and do the event together on Mother's Day in their own local area," said Zara Lawless.

"These local locations, while smaller in size and more informal in nature, will be big on community spirit!"

So this Mother's Day, have fun, set out to achieve your goal in your own time and place or at one of the official local locations, and support and honour those touched by breast cancer.

Get active for breast cancer research and register online for the **MOTHER'S DAY CLASSIC LOCAL** at mothersdayclassic.com.au

Breast cancer is the most commonly diagnosed cancer in Australia and sadly, 8 Australians die from it every single day.

Together we can improve the lives of the 55 Australians diagnosed with breast cancer each day – now and in the future.

In the 23-year history of the Mother's Day Classic, almost \$38 million has been donated to fund game-changing breast cancer research.

For all media enquiries, images and further information please contact:
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Founded by: Women in Super (WIS) is a national member organisation consisting of women working in the superannuation and related financial services industries. WIS cares about the health of women as well as their financial wellbeing and in 1998 established the Mother's Day Classic, an event which in its 23-year history has become the single largest donor to the NBCF.

NBCF: The National Breast Cancer Foundation (NBCF) is Australia's leading national body funding game-changing breast cancer research with money raised entirely by the Australian public. We receive no government funding. What we do, would not be possible without the support and generosity of people and organisations like YOU. Our mission is simple: stop deaths from breast cancer. How? By identifying, funding and championing world-class research - research that will help us detect tumours earlier, improve treatment outcomes, and ultimately – save lives. To date, NBCF has raised over \$181 million to fund 557 world-class breast cancer research projects in Australia.

Proud major sponsor – ME Bank

We believe every Australian should live the best life they can, which is why we've sponsored the Mother's Day Classic since 2005.

Meet the bank in the fight against breast cancer at mebank.com.au

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