



Join the 'We Can Walk it Out' event to raise money for vital Ovarian Cancer Research

This Sunday, hundreds of walkers and runners will join forces with celebrities at the Tan to support vital research into the deadly ovarian cancer.

Ovarian cancer kills one Australian woman every eleven hours.

But with right government and community support, Melbourne researchers will move closer every day to developing an early detection test for this deadly disease.

Led by Prof Michael Quinn and Prof Greg Rice from the Women's Cancer Foundation, the walk and fun run will raise money for research that will mean the difference between life and death for thousands of Australian women.

A little known fact is that there is currently no early detection test for ovarian cancer, which means it is often diagnosed at late stage and is very difficult to treat.

"Where breast cancer has an 80% success rate, 80% of women with ovarian cancer die within five years," said Professor Greg Rice, Head of Research at the Ovarian Cancer Foundation.

"Many women still think that a pap smear is a screening test for ovarian cancer. This is an all too common misconception. People joining the event are helping to provide critical funding for the development of an early screening test," said Rice.

ON THE DAY

B Roll footage available

- Cancer research at the Ovarian Cancer Foundation
- CSA television commercial
- In surgery with Prof. Michael Quinn

Film/interview/photo opportunities

- Hundreds of walkers/runners at the Tan
- Professor David de Kretser, AC, Governor of Victoria
- Professors Michael Quinn and Greg Rice
- Cancer patients
- Tracey Curro, Ambassador, Women's Cancer Foundation



EVENT DETAILS

Date: Sunday, 4 March 2007

Time: 9.00am

Events: 4 and 8km run, and a 4 km walk

Venue: Kings Domain (Cnr Swan St & Alexandra Avenue)

The event will include:

- Aerobic warm-up to get started
- Prize presentations
- Sausage sizzle and giveaways after the event
- Walking pack – t-shirt, drink bottle, vouchers and other goodies
- Spot prizes on the day

Key media contacts

For more information, or to arrange interviews, please contact:

Tracey Curro
Ambassador, Women's Cancer Foundation
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Keith Ritchie
Corporate Affairs Manager, GE Money
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The BLACK & WHITE

Facts about Ovarian Cancer:

Gynaecological cancers affect more women than breast cancer. Ovarian cancer is, however, the most deadly gynaecological cancer.

One Australian woman dies every eleven hours from ovarian cancer.

There is no early detection test for ovarian cancer.

A pap test only screens for cervical cancer, not ovarian cancer.

80% of women diagnosed with ovarian cancer are dead within five years, compared with an 80% survival rate for breast cancer, and yet ovarian cancer receives comparatively little funding.

Because symptoms are vague, diagnosis is usually made late stage, when the cancer has spread, and the prognosis is poor.

The outcome for women with ovarian cancer has not changed in 50 years, despite improving surgical and drug protocols.

Ovarian Cancer is curable IF detected early.

The Women's Cancer Foundation is leading the fight against Ovarian Cancer by developing an early detection test suitable for population screening. It will literally mean the difference between life and death.