



MEDIA RELEASE

HCF FUNDS RESEARCH INTO BREAST CANCER

Sydney, 19 April 2016 – HCF today announces their partnership with the **National Breast Cancer Foundation** (NBCF) that will see significant funds going to breast cancer research over the next three years, along with community initiatives to help raise awareness and funds.

44 Australian women are expected to be diagnosed with breast cancer every day in 2016, and 1 in 8 women will develop the disease in their lifetime. The NBCF aims to achieve zero deaths by 2030, through research into the detection, prevention and management of breast cancer.

At HCF we are committed to helping Australians improve their health today and tomorrow. As a not-for-profit health insurer, we put health first. The partnership with NBCF, and its largest fundraiser the Mother's Day Classic, supports HCF's vision and follows other initiatives by the health fund supporting long term health outcomes for their members and all Australians, including HCF Catalyst (supporting health tech start-ups) and the long standing HCF Research Foundation.

HCF launches the NBCF partnership with 'Walk with us' (hcf.com.au/walkwithus) at Mother's Day Classic – a social initiative to get Australians active and support breast cancer research. Led by AFL legend and HCF members Jude Bolton & wife Lynette, this initiative encourages Australians to participate in the Mother's Day Classic with HCF donating \$100 per Team HCF registration to NBCF. 'Walk with Us' will see HCF leveraging the sponsorship across PR, online, social, activation, employee engagement and in branch activity.

Commenting on the partnership, **Shaun Larkin, Managing Director, HCF** says "At HCF, we want to partner with organisations that share our vision for creating a healthy future for all Australians. Whether it is providing opportunities for an active lifestyle, community initiatives that support health, or innovations and education programs, we want to play an active role in driving change. The partnership is a testament to this vision and we want to work together to have no breast cancer deaths by 2030."

"It is through targeted and robust research that we can improve the way breast cancer is managed and treated. Without the support of organisations like HCF, who are committed to helping fund vital research, we would be unable to reach our goal of zero deaths by 2030. Just like us, HCF is not-for-profit, so there is great alignment between the two organisations. They understand the importance of health and support our belief in the power of research," concludes **Sarah Hosking, CEO, National Breast Cancer Foundation**.



HCF will be rolling out other initiatives later in the year with NBCF, and over the next three years, under the NBCF sponsorship including leveraging Breast Cancer Awareness Month in October.

Agency partners: WE Buchan, Match Media, Holiday & End of Work.

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Key Breast Cancer Facts:

- **Breast cancer is the most commonly diagnosed cancer** among women in Australia
- 44 Australian women are expected to be diagnosed every day in 2016, and **1 in 8 women will develop breast cancer** in their lifetime.
- 17,210 women are projected to be diagnosed with breast cancer in 2020 in Australia, an average of 47 women every day.
- **8 women die every day** from breast cancer in Australia.
- Although rare, breast cancer can also affect men, accounting for about 1% of cases. **Around 140 men are diagnosed** with breast cancer in Australia each year.
- National Breast Cancer Foundation has a goal to achieve zero deaths from breast cancer by 2030.
- The five-year survival rate for women diagnosed with breast cancer is 90% but **early detection is key**. That's why it's important to stay vigilant with regular self-examinations and mammograms.

Key HCF Initiatives:

- **HCF Catalyst Start-up Accelerator** is Australia's first development initiative for startups in the health technology space, and involves selected entrepreneurs participating in a six-month program to turn their ideas into viable businesses.
- **The HCF Research Foundation**, established in 2000, funds health and medical research for the benefit of all Australians. In 2008, the focus moved to health services research, an area of research which does not receive large funding dollars from other sources.
- In 2009, HCF launched its \$100 million investment in **My Health Guardian**, which covers up to 15 chronic conditions such as heart disease and diabetes. The program also offers HCF's eligible members access to web-based customised health records, personalised health coaching and health risk assessments.

About HCF

HCF is Australia's largest not-for-profit health insurer, covering more than 1.5 million Australians since it was established in 1932. Today, HCF remains committed to helping members put their health first. For more visit hcf.com.au/about-us

About National Breast Cancer Foundation

The National Breast Cancer Foundation is the leading community-funded organisation in Australia raising money for research into the prevention and cure of breast cancer. In total, since 1994, NBCF has awarded more than \$127 million to around 430 Australian-based research projects to improve the health and well-being of those affected by breast cancer. In 2016 NBCF has committed over \$12 million to fund more than 30 research projects that will contribute towards our goal of zero deaths from breast cancer by 2030. nbcf.org.au



About the Mother's Day Classic

The Mother's Day Classic walk or run for breast cancer research was established in 1998 - it started from modest beginnings as a walk in the park and has grown into a major national community event. From the inaugural events in Melbourne and Sydney which attracted approximately 3,200 people the event has now become an integral part of Mother's Day morning for more than 135,000 Australians who enjoy getting up early to walk or run and raise money for breast cancer research. In 2014, a record of 130,000 people across Australia ran or walked in a Mother's Day Classic event in eleven cities and 88 regional locations. mothersdayclassic.com.au/