



Media Release

January 2016

Join Australia's Biggest Morning Tea for Cancer Council

You can help those affected by cancer this May or June by bringing your family, friends or workmates together for morning tea, in support of Australia's Biggest Morning Tea.

It is estimated that 1 in 2 Australians will be diagnosed with cancer by the age of 85. Sharing a social cup of tea and some delicious food, while fundraising, is a simple and fun way to help support the work of Cancer Council.

Australia's Biggest Morning Tea is one of Cancer Council's leading annual fundraising events. Now in its 23rd year, the official event date is **Thursday, 26th May**, and morning tea fundraisers can be hosted throughout May and June.

Cancer Council Australia CEO, Professor Sanchia Aranda, said Australia's Biggest Morning Tea is a fun way for Australians to support Cancer Council.

"Throughout May and June people across Australia will be gathering to share their Australia's Biggest Morning Teas. A morning tea is a great excuse to get your family, friends, colleagues and even community together for a great cause! I encourage everyone to get involved, be it hosting a morning tea, attending an event, purchasing merchandise or simply making a donation. All funds raised help fund Cancer Council's life-saving cancer research, prevention programs, and support services for cancer patients and their families."

Having supported Cancer Council's Daffodil Day since 2011 and raising over \$3 million, Cancer Council is excited that Coles Express will partner with Australia's Biggest Morning Tea this year, helping to make the event bigger and better than ever before. Australians can support Australia's Biggest Morning Tea at Coles Express stores nationally.*

With one Australian diagnosed with cancer every five minutes, funds raised from the event support Cancer Council's vital research, prevention and support service programs.

This year, Cancer Council is aiming to raise \$13.8 million in donations, with every small contribution assisting our work across Australia:

- \$5 – helps Cancer Council reach out to a newly diagnosed cancer patient, with support and information resources to help them navigate their cancer journey.
- \$25 – fund resources to support GPs and health professionals advising patients on cancer prevention, screening and diagnosis.
- \$50 – ensures a cancer nurse is available on our free, confidential telephone service (13 11 20) to offer support on all aspects of cancer.
- \$100 – allows Cancer Council to support childcare centres and primary schools taking part in the National SunSmart Schools Program.
- \$500 – helps fund the provision of a telephone and web-based support group facilitated by trained peer volunteers and health professionals.
- \$1000 – contributes to our ground breaking research into new and better ways to prevent, diagnose and treat cancer.

Getting involved is easy. Register at biggestmorningtea.com.au or call 1300 65 65 85, to receive a free host kit packed with fundraising ideas, party tips, mouth-watering recipes from celebrity chefs and everything you need to get started. Then get a group together and put the kettle on, to make your cuppa count.

In 2015, Australia's Biggest Morning Tea raised over \$13.5million which helped to fund life-saving cancer research, prevention programs, and to provide much needed support for cancer patients and their families.

Every morning tea matters, so whether it's a coffee catch-up with the girls, a workplace get-together or a school bake sale, you'll help make a big difference to the lives of thousands of Australians affected by cancer each year. If you're not able to host a morning tea, there are other ways to show your support, like sponsoring a morning tea host, donating directly to Cancer Council, or purchasing limited edition merchandise.

The official date for Australia's Biggest Morning Tea is Thursday May 26th but you can host a morning tea anytime throughout May or June. Make time for what matters and register today.

To register, text MORNING to 0487 222 555. For more information, visit biggestmorningtea.com.au or call 1300 65 65 85 to receive your free morning tea host kit.

** Support Australia's Biggest Morning Tea nationally at Coles Express by*

- *Donating to Cancer Council in-store at Coles Express*
- *Purchasing limited edition Australia's Biggest Morning Tea merchandise - travel mug or tea towel*
- *Purchasing a fresh hot coffee from Coles Express from 23 – 29 May 2016 – all profits will be donated*

PRIMARY PARTNER



ENDS

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About Cancer Council

Cancer Council is the nation's peak non-government cancer control organisation. Cancer Council Australia and its members, the state and territory Cancer Councils, work across the full spectrum of cancer, including patient support, public education, prevention campaigns, clinical guidelines, public policy and research. Cancer Councils are Australia's biggest independent funders of [cancer research](#) investing, with our research partners, more than \$70 million in 2015.

For more information and news from Cancer Council, visit:

- cancer.org.au
- facebook.com/AustraliasBiggestMorningTea
- Instagram @cancercouncil
- Twitter @cancercounciloz
- YouTube/CancerCouncilAust
- Pinterest/cancercouncil
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