

# **MEDIA RELEASE**

**NEWS FROM THE UNIVERSITY OF TASMANIA**

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ATTENTION: Chiefs of Staff, News Directors

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## **UTAS goes pink for breast cancer research**

The University of Tasmania has flooded its Centenary Building, Sandy Bay campus, in pink light to raise awareness of the National Breast Cancer Foundation's (NBCF) annual Pink Ribbon Campaign.

For the first time in the event's seven year history, universities around Australia are joining the light-up to represent the critical role of research in increasing the understanding of breast cancer.

Lights installed at the Centenary Building by UTAS Asset Management Services will project the UTAS logo in a flood of pink light each night for three weeks from today (Wednesday 24 Sept).

UTAS Vice-Chancellor Professor Daryl Le Grew said the pink Centenary Building was a striking symbol of the University's commitment to research in human health.

"I am delighted we can be part of such an important campaign in raising community awareness of breast cancer. We pride ourselves on our cutting-edge research, particularly through our Menzies Research Institute, which contributes to the global body of knowledge on the treatment and prevention of cancer," Prof Le Grew said.

Ms Sue Murray, NBCF CEO explained the campaign's new direction.

"Global illumination has always been a unique way of raising awareness of breast cancer among the community," she said.

"Illuminating the universities acknowledges that ongoing, sustained research is what holds the key to unlocking the mysteries of this devastating disease, which claims the lives of more than 2600 women a year. In addition, 95 men are diagnosed in a single year.

"Australian universities and research institutions are producing some world class results in breast cancer research. This is a wonderful opportunity to highlight that to the broader community, and encourage their continued support," Ms Murray said.

The Global Illumination event was initiated by the Estee Lauder Companies to light significant landmarks and monuments around the world pink – from Niagara Falls, to Table Mountain in South Africa, to the Sydney Opera House – raising vital funds for research into the prevention, detection and treatment of breast cancer.

Australia has participated in this program since 2002. Fast facts on breast cancer are attached.

For more information about Estee Lauder Companies Global Illumination visit [www.globalillumination.org.au](http://www.globalillumination.org.au)

- For interviews or comment on the National Breast Cancer Foundation, contact Tricia Sharbean, Media & Communications Officer, (02) 9299 4090.
- For UTAS interviews or information, contact Carol Altmann, Media Manager, (03) 6226 2124 or 0417 517 291.

