



BCNA & BERLEI REACH A NEW MILESTONE

60,00 MY CARE KITS DONATED TO WOMEN WITH BREAST CANCER

Tuesday 30 October 2012

Berlei Your Body



For immediate release – This October, Australia’s Breast Cancer Awareness Month, Breast Cancer Network Australia (BCNA) and Berlei reached an amazing milestone with the 60,000th Berlei *My Care Kit* provided to a woman who had recently undergone surgery for breast cancer.

The *My Care Kit* is provided free to Australian women following breast cancer surgery. The kit contains a specially designed Berlei bra and soft forms that can be worn in the weeks immediately following surgery for breast cancer. It also has information and support material to assist in the recovery process.

BCNA and Berlei formed a partnership in 2005 and since then have provided more than 60,000 My Care Kits to Australian women who have had just undergone surgery for breast cancer. Last year BCNA provided over 11,000 *My Care Kits*, an average of 218 per week.

Through its partnership with BCNA, Berlei has been supporting Australian women with breast cancer for more than seven years. Berlei turned its website pink during October to show support for the 14,000 Australian women diagnosed with breast cancer every year.

Maxine Morand, CEO of BCNA and breast cancer survivor, said Berlei’s support meant the vast majority of Australian women who undergo breast cancer surgery will receive a *My Care Kit*.

“Having a special comfortable bra to wear after surgery is really appreciated by women at a very stressful time. We are incredibly grateful for the support provided by Berlei through the *My Care Kit* and their fundraising for BCNA.”

“BCNA provides a range of support to women following a breast cancer diagnosis and last year 80 per cent of women newly diagnosed with breast cancer received a *My Care Kit*,” Maxine said.

Kate Ceberano, ambassador for Berlei Curves, is a strong supporter of BCNA and helps promote Berlei’s bra recycling program which provides funds to BCNA and sends unwanted bras to Africa. Ceberano performed at BCNA’s Field of Women LIVE event on the MCG in 2010 and has also been a celebrity driver for BCNA at the Grand Prix.

During October, Berlei has donated \$5 of every Barely There Bra in Pearl Pink Marle sold to BCNA to help the 38 Australian diagnosed every day with breast cancer.

Each week in BCNA’s Melbourne office, hundreds of *My Care Kits* are packed by generous volunteers who donate their time to help BCNA support Australian women diagnosed with breast cancer.

Maxine Morand said the majority of BCNA volunteers have been helping BCNA for several years and two have been volunteering for more than a decade.

“Some of our volunteers who pack the *My Care Kits* are breast cancer survivors. Many have supported someone with breast cancer. All of them have been personally affected by breast cancer,” she said.

Breast cancer survivor Genie Scott has been volunteering with BCNA for more than five years and each week packs *My Care Kits* for newly diagnosed women across Australia.

Breast
Cancer
Network
Australia



BACKGROUNDER

Genie said she is blown away each week that yet another 200 to 300 women have been diagnosed with breast cancer and need the *My Care Kit*.

One of Genie's close friends has recently been diagnosed with breast cancer and has just received her *My Care Kit* in the mail.

"When I was diagnosed in 2003, the *My Care Kit* didn't exist. It means a lot to me that my friend has received her *My Care Kit* at exactly the right time and found the information reliable and helpful. The bra fits her perfectly and is really comfortable," Genie said.

For more information or to order a *My Care Kit* please contact BCNA on mycarekit@bcna.org.au or 1800 500 258

My Care Kit

A partnership between BCNA and Berlei, the *My Care Kit* is designed especially for women who have recently had breast surgery. The kit contains a specially designed Berlei bra and soft form/s. The bra features seams and lining that avoid pressure, extra hooks and eyes in the back to allow for any swelling, and soft form inserts that can be modified to size, in a style that caters for support and comfort. It is designed to cover the post-surgery period of up to 12 weeks and can be worn during radiation treatment.

Since December 2011 the kit has also contained *Strengthen Your Recovery*, a post-surgery Pilates DVD produced by BCNA and Estee Lauder. The DVD features easy-to-follow, gentle Pilates exercises and instructions to help regain strength and ease discomfort in the affected arm and chest area after recently having breast cancer surgery.

The kit also comes with a copy of the latest edition of BCNA's magazine *The Beacon* and information on BCNA's *My Journey Kit*, a free information resource for women newly diagnosed with breast cancer.

The *My Care Kit* is available free of charge to women in Australia who undergo surgery for breast cancer via Health Professionals enrolled in the *My Care Kit* program. Once enrolled, Health Professionals can order this bra for women in their care.

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About Breast Cancer Network Australia (BCNA)

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians personally affected by breast cancer, and consists of a network of more than 70,000 individual members and 300 Member Groups. BCNA informs, empowers, represents and links together women and families affected by breast cancer. BCNA works to ensure that women diagnosed with breast cancer, and their families, receive the very best information, treatment, care and support possible.

Visit us at www.bcna.org.au to find out more about our programs and services, including the free *My Journey Kit* for women newly diagnosed with breast cancer.

