[DATE]

**Pink Ribbon Breakfast in [Town/City] this May -**

**Local [woman/dad/business/team/etc] joins national effort to raise vital funds for Breast Cancer Foundation NZ**

A local [woman/dad/business/team/etc] is joining a national effort to support Kiwis affected by breast cancer by hosting a Pink Ribbon Breakfast next/this month.

[Name of person/company/organisation] will be serving up breakfast [or lunch/brunch/morning tea/etc] at [location] on [date and time]. [Name] is hoping to raise [$x] from the event for Breast Cancer Foundation NZ.

[*Quote from host about why you are taking part. For example*, Sarah said: “My aunt with diagnosed with breast cancer last year, so I’ve seen how tough it can be to cope with this disease. That’s why I wanted to show some love for an organisation that does such important work to help everyone touched by breast cancer.”]

Pink Ribbon Breakfast is Breast Cancer Foundation NZ’s annual campaign to raise vital funds for breast cancer research, patient support, education and awareness. Each year more than 3,500 people are diagnosed with breast cancer and it is the leading cause of death for NZ women under 65.

Ah-Leen Rayner, chief executive of Breast Cancer Foundation NZ, said: “We are so grateful to everyone who takes part in Pink Ribbon Breakfast. Thanks to the generosity of Kiwis up and down the country, we are able to continue our life-saving work.

“The proceeds raised from Pink Ribbon Breakfast will bring us one step closer to our vision of zero deaths from breast cancer. So, please get involved in whatever way you can – your support will make a real difference.”

If you’d like to host a Pink Ribbon Breakfast, visit [www.pinkribbonbreakfast.co.nz](http://www.pinkribbonbreakfast.co.nz)

**ENDS**

**For more information please contact:**

[Host’ name, email address, phone number]

**About Breast Cancer Foundation NZ (BCFNZ):** BCFNZ is a not-for-profit, non-government funded organisation that depends on donations and fundraising for its work in breast cancer education and awareness, medical research and training grants, advocacy, and supporting Kiwis with breast cancer. BCFNZ’s programmes are evidence-based, and overseen by its medical advisory committee. The pink ribbon symbol is a trademark of BCFNZ.