

## Media release

### Newcastle Airport has launched a Christmas appeal in support of the Hunter Breast Cancer Foundation

Monday, 7 December 2015

The Airport is asking the travelling community to help those touched by breast cancer this Christmas by purchasing a pink bauble for \$2 from the airport's retailers and food and beverage outlets; all the money will be donated directly to the Foundation.

"This Christmas we've decorated our airport terminal in the vibrant pink of our Charity of Choice, the Hunter Breast Cancer Foundation," said Newcastle Airport's CEO, Dr Peter Cock.

"We're asking the community to add to our terminal decorations by purchasing a pink Christmas bauble from any of our airport retailers. We'll write your name on it and hang your baubles behind our giving tree in the departure lounge.

"In the spirit of giving, every dollar raised through the Christmas appeal will be donated to the Hunter Breast Cancer Foundation." Peter said.

Newcastle Airport has raised \$210,000 for the Hunter Breast Cancer Foundation from previous fundraising efforts and is looking forward to adding to this amount through this year's Christmas appeal.

"It is an incredible opportunity the Airport has provided us with," Hunter Breast cancer Foundation President Lisa Bartley said. "Whilst any donations received will be gratefully received, we are also relishing the increase in brand awareness this Christmas appeal will bring us.

"We provide our services free-of-charge so it is vital that people within the Hunter region are aware of us and the grassroots support we can provide.

"This appeal is yet another way the Airport has continued to support us, in new and innovative ways, since 2009."

The Hunter Breast Cancer Foundation offers women and men—newly diagnosed; during treatment, and post treatment—practical day-to-day supportive care and psychological support.

As a not-for-profit and volunteer-run organisation every dollar donated to the Foundation is invested into delivering grass roots supportive care for men, women, and families in the Hunter region and Central Coast.

**Ends.**

#### Further information

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