

Media Release

For immediate release

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Rural Women New Zealand promotes body art for Breast Cancer Action Month

Rural Women New Zealand is boldly fronting up to Breast Cancer Action Month, promoting body art to remind women of all ages to regularly examine themselves and to stay alert to any changes in their breast health.

“We’re building on our hugely successful ‘Let’s Get Plastered for Breast Cancer’ campaign in 2010, and once again selling breast plastering kits,” says Rural Women New Zealand National President, Liz Evans.

Last year, women got together to create beautiful breast sculptures, which were then displayed at art spaces around the country.

“Breast plastering is a great way to break down barriers and encourages people to talk about this important health issue that affects thousands of New Zealand women, and even a handful of men, every year,” says Liz Evans.

Breast cancer is New Zealand’s most common female cancer, and the leading cause of cancer death in women, with one in nine developing the disease during their lifetime. Over 600 women die from breast cancer in New Zealand each year.

Mammary Memories reminds women that early detection saves breasts, and lives.

“By creating personal plaster casts we hope women will be encouraged to take a hands-on approach to monitoring their breasts.

“We also want to support women who are facing mastectomies who may wish to create their own Mammary Memory before their breast surgery,” says Mrs Evans.

Profits from the sale of the plastering kits will go to the New Zealand Breast Cancer Foundation, building on the \$16,000 Rural Women New Zealand donated last year. That money was used for research into breast cancer treatment choices and outcomes for rural women in Southland and Otago, which is being carried out by Associate Professor Susan Dovey of the University of Otago.

Breast plastering kits, including full instructions, are available from Rural Women New Zealand for \$10 plus postage and packaging. Go to www.ruralwomen.org.nz or contact (04) 473 5524.

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