



together we can make a difference

MEDIA RELEASE
6th December 2010

Pink lamingtons to raise money to help support rural families experiencing breast cancer

IGA supports the McGrath Foundation again this January

Independent grocers IGA will donate 30c from every pack of **Bakers Oven Raspberry Lamington Fingers** sold from 10 January to 6 February 2010 to help raise money for the McGrath Foundation.

The funds raised from the sale of the **Bakers Oven Raspberry Lamington Fingers** will go towards the placement of McGrath Breast Care Nurses in communities right around Australia and increasing breast awareness in younger women. There are currently 55 McGrath Breast Care Nurses located in areas as far reaching as Hervey Bay (QLD), Geraldton (WA), Armidale (NSW), Warrnambool (VIC) and Whyalla (SA), providing an invaluable health resource and support for Australian families experiencing breast cancer.

The McGrath Foundation's Tracy Bevan is excited to see the fifth in-store IGA fundraising activity take place in January 2011: "IGA has been a wonderful friend to the McGrath Foundation over the past two years, hosting pink fundraising activities for us, with everything from the sale of pink lady apples, pink mud cakes, M&Ms and now raspberry lamington fingers.

"Having raised over \$120,000 so far for the McGrath Foundation, we're thrilled to see this friendship continue to grow, as it is a true example of a friendship that makes a difference in the community".

IGA National Chairman, Mick Daly, said: "IGA retailers across Australia are pleased to again be involved in this McGrath Foundation initiative. This January we raised \$12,500 for the McGrath Foundation through the sale of over 31,000 pink chocolate mud cakes so we hope to raise even more money next year."

"Sadly, many Australian women and their families undergo a breast cancer experience so we hope that by raising funds through our network of over 1,300 IGA stores we will be able to support the McGrath Foundation in carrying out its vital work of supporting Australian women and their families by providing even more McGrath Breast Care Nurses where they are really needed."

Through the IGA Community Chest and associated programs, independent retailers across Australia have raised in excess of \$54m for local communities, charities and worthy causes in the last eight years.

The IGA limited edition **Bakers Oven Raspberry Lamington Fingers** will be available in-store from 10 January to 6 February 2011. The cakes will retail at approximately \$3.89 (dependent on state) with 30c of the sale going to the McGrath Foundation.

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For interviews or further information please contact Jane Outen or Ashley Gatte at Stellar* Concepts jane@stellar.net.au or 02 9281 8000.

Visit www.iga.net.au or www.mcgrathfoundation.com.au for more information.

About the McGrath Foundation

The McGrath Foundation was co-founded by Jane and Glenn McGrath after Jane's initial recovery from breast cancer. The McGrath Foundation raises money to place McGrath Breast Care Nurses in communities right across Australia, as well as increasing breast awareness in young Australian women. For more information on how you can help make a difference, please visit www.mcgrathfoundation.com.au