

Embargoed until Tuesday, February 1, at 12.01am

MEDIA RELEASE

BE PART OF THE CELEBRATION AND REGISTER FOR THE 25TH MOTHER'S DAY CLASSIC

The **Women in Super Mother's Day Classic** will bring the community together in true fashion for the 25th anniversary of this great Australian event on Sunday, May 8, 2022.

Tens of thousands of people will unite for the Mother's Day Classic to celebrate and honour those affected by breast cancer and raise vital funds for research. There will be up to 70 event locations nationwide where supporters can walk, run or jog for the cause on Mother's Day.

Almost 1.5 million Australians have participated in the Mother's Day Classic over the past 24 years, making it Australia's largest fun run and walk for breast cancer research.

Zara Lawless, Mother's Day Classic CEO, said: "The MDC community should be very proud of this important milestone which marks 25 years of impact.

"The MDC has grown quite literally from a walk in the park to an iconic event in the Australian calendar. Since it all began in 1998, the Mother's Day Classic Foundation has donated nearly \$40 million to the National Breast Cancer Foundation (NBCF) to fund life-saving breast cancer research."

After two challenging years, the Mother's Day Classic is ready to deliver a fun and inspiring event experience you won't want to miss in 2022. To keep participants and volunteers safe, MDC is implementing COVID-safe measures and will be guided by the vaccination requirements and health and safety guidelines as determined by each state's government authority.

This year, in Melbourne, Sydney, Brisbane, Canberra, Perth, Adelaide, Gold Coast, Darwin, Hobart, Geelong and Western Sydney participants will experience the true magic of traditional MDC events. There will be the buzz of the event village, live entertainment, music, and food stalls to enjoy throughout the morning.

If you prefer staying local, there is an option to walk or run at one of the many local events that will be held across Australia on Mother's Day.

Or, if you can't join your community on Mother's Day, you can personalise an event day to create your very own MDC experience by taking part on a different day or time.

Participants who register in any of the major cities or who choose to personalise their own day and time will all receive a race pack that includes a 25th anniversary headscarf, race bib and tribute card, plus a commemorative medallion. There will be an online fundraising dashboard and fitness tracker

for participants to use, and those who register before March 7 will receive personalised MDC bibs to wear on event day.

Participants staying local will receive a commemorative medallion at the finish line, have access to downloadable race bibs and tribute cards, as well as access to the online fundraising dashboard and fitness tracker.

This year, the Mother's Day Classic and Sport Australia are excited to announce they have come together to launch a community program called 'MDC Move'. It can be tough to find the time and motivation to get moving – so this free program is available to all Australian's to help shake things up and make you a Mover.

Ms Lawless, said: "The Mother's Day Classic Foundation is thrilled to be partnering with Sport Australia to run a free, six-week communications campaign focused on increasing the physical activity of Australian women and girls preparing for the iconic Mother's Day Classic."

So this Mother's Day, Move with MDC and join your community at one of the many locations around Australia, and support and honour those touched by breast cancer.

Get active for breast cancer research and register online for the 2022 Mother's Day Classic at mothersdayclassic.com.au.

Proceeds go to the National Breast Cancer Foundation for breast cancer research to improve outcomes for those affected by breast cancer. The Mother's Day Classic Foundation supports the NBCF's goal of zero deaths from breast cancer by 2030. There is still so much work that needs to be done to ensure that women can live free of breast cancer in the future.

Breast cancer is the most commonly diagnosed cancer in Australia and sadly, 8 Australians die from it every single day.

Together we can improve the lives of the 55 Australians diagnosed with breast cancer each day – now and in the future.

In the 24-year history of the Mother's Day Classic, almost \$40 million has been donated to fund game-changing breast cancer research.

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Hashtags: #mothersdayclassic #mdc2022

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**GET ACTIVE
FOR BREAST
CANCER
RESEARCH**



Founded by: Women in Super is an industry body that advocates for superannuation policies to improve women's economic security. WIS is also a national member organisation consisting of women working within the superannuation and related financial services industries, who, in 1998 established the Mother's Day Classic, to raise money in the hopes that finding a cure for breast cancer would mean more women would live long enough to access their superannuation.

NBCF: The National Breast Cancer Foundation (NBCF) is Australia's leading national body funding game-changing breast cancer research with money raised entirely by the Australian public. We receive no government funding. What we do, would not be possible without the support and generosity of people and organisations like YOU. Our mission is simple: stop deaths from breast cancer by 2030. How? By identifying, funding, and championing world-class research - research that will help us detect tumours earlier, improve treatment outcomes, and ultimately – save lives.

Proud major sponsor – ME Bank

Since 1994, everything we've done as a bank has worked towards our purpose of helping all Australians get ahead. That's why our partnership with the Mother's Day Classic has been a cause so close to our hearts since 2005. We also put our money where our mouth is, with over \$1.3m donated already through products and staff initiatives. Join ME in the fight against breast cancer at mebank.com.au

Sport Australia: The Australian Sports Commission (ASC) is the Australian Government agency responsible for supporting and investing in sport. The ASC comprises; Sport Australia — responsible for driving the broader sport sector including participation, supporting activities linked to sport and sport industry growth, and the Australian Institute of Sport (AIS) — leading our high-performance sport system.

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