



Fast facts about the Mother's Day Classic

- The Women in Super Mother's Day Classic is Australia's largest breast cancer fundraiser with funds raised going directly to the National Breast Cancer Foundation to fund game-changing breast cancer research.
- In 2018, 100,000 participants walked, ran, volunteered and cheered at 87 events across the country.
- An outstanding 2.1 million was raised in 2018, bringing the overall total raised by the Mother's Day Classic to \$35.3 million.
- Since the inception of the Mother's Day Classic in 1998 we have funded 64 Australian research projects and over 250 scientists.
- One in seven women will be diagnosed with breast cancer in their lifetime.
- 53 new cases are diagnosed every day.
- In 2019, it is estimated that 3,090 people will lose their life to breast cancer, including 32 men. That's 8 women losing their life to breast cancer every day in Australia.
- Since 1994, the 5-year survival rate for breast cancer has improved from 76% to 91% - statistical proof that research is positively impacting survival rates.
- Improvements in survival are attributed to earlier detection of breast cancer through regular mammograms and improved treatment outcomes for breast cancer – which is why funding research is so vital.
- Our goal is to reach \$40million in funds raised for breast cancer research by 2020.
- We support the National Breast Cancer Foundation's goal of zero deaths from breast cancer by 2030.
- Everyone who participates in the Mother's Day Classic is helping to fund essential research that will improve the lives of anyone touched by breast cancer.

Registrations and donations can be made at
mothersdayclassic.com.au

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