



BREAST CANCER FAST FACTS

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.

Since the inception of the Mother's Day Classic in 1998 **we have funded 70 Australian research projects.**

An outstanding **\$1.75 million was raised in 2019**, bringing the overall **total raised by the Mother's Day Classic to \$37.05 million.**

One in seven women will be diagnosed with breast cancer in their lifetime.

53 Australians are diagnosed every day.

In 2019, it was estimated that **3,090 people lost 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.

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.