



IMMEDIATE RELEASE

FRIDAY 28 SEPTEMBER, 2012

LOUISE MOMBER ANNOUNCED AS OFFICIAL NATIONAL BREAST CANCER FOUNDATION AMBASSADOR AND LEADS SUPPORT FOR GLOBAL ILLUMINATION IN WA

Channel Nine's Louise Momber has tonight been announced as an official ambassador of National Breast Cancer Foundation (NBCF), supporting local property group Hawaiian in their involvement as the WA Lighting Partner for the Estee Lauder Companies Global Landmark Illumination Initiative.

Louise Momber joins NBCF's patron Sarah Murdoch and fellow Channel Nine identity Lisa Wilkinson as ambassadors of Australia's leading community-funded organisation, raising money for research into the prevention and cure of breast cancer.

"The challenge and heartbreak of cancer is something very close to my heart. It touches everyone in some way and changes families everyday. I am honoured to be an ambassador for the National Breast Cancer Foundation. Working towards a cure should be a priority internationally - and I feel privileged to be able to do my part," said Louise Momber.

Six of Hawaiian's properties including Claremont Quarter, Cable Beach Club Resort Club & Spa, Carillon City, Parmelia House (Perth CBD), The Colonnade (Subiaco) and Noranda Shopping Village will all be set ablaze in pink during the month of October to bring awareness about breast health and promote early detection.

In addition to Hawaiian's sponsorship of global illumination, further fundraising activities for NBCF include:

- Thursday 11 October – NBCF Pink Breakfast at Cable Beach Club Resort & Spa (which Louise Momber will attend)
- Sunday 21 October – NBCF Pink Community Shopping Day at Claremont Quarter (Louise Momber's local shopping centre)

The very first Global Illumination event was held in Australia 13 years ago, with the event now lighting up over 200 buildings, landmarks and monuments worldwide to raise awareness for breast cancer.

Forty three landmarks around Australia are being selected to be a part of the Initiative in 2012.

For further information please contact:

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