

Heidi Victoria MP

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November 2012

NEW CAMPAIGN HIGHLIGHTS IMPORTANCE OF BREASTSCREEN

The Victorian Coalition Government is supporting the efforts of BreastScreen Victoria encouraging women aged 50-69 to receive a free breast screen mammogram, Heidi Victoria, Member for Bayswater said today.

To highlight the need for potentially life-saving screening, a new breast screen media campaign has enlisted Channel 9 newsreader Jo Hall and former tennis champion Evonne Coolagong-Cawley as its ambassadors, with ads running on television, radio and online.

50 per cent of women diagnosed with breast cancer are ages 50-69. This is the reason why a breast screening mammogram once every two years is primarily recommended for women in this age group.

Breast screening can save lives, it only takes approximately 10 minutes and it's free to all eligible women in Victoria.

For more information or to make a FREE appointment with BreastScreen Victoria please call 13 20 50 or visit www.breastscreen.org.au to book online and watch the new campaign.