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Media release
June, 2011

Crunch On An Aussie Apple From IGA To Support The McGrath Foundation

By crunching on an Aussie apple from IGA this June and July, you'll not only be supporting Aussie apple growers, you'll also be helping to raise funds for the McGrath Foundation.

IGA Supermarkets will donate 20 cents to the McGrath Foundation from every specially marked 1kg punnet of IGA Fresh Pink Lady™, IGA Fresh Granny Smith or IGA Fresh Red Delicious apples, sold through their network of over 1300 IGA stores around the nation, from 13 June to 10 July 2011.

The money raised will help the McGrath Foundation support women experiencing breast cancer, and their families, in communities right across Australia, through the funding of McGrath Breast Care Nurses as well as increasing breast awareness in younger women.

"In just two years, this initiative has raised more than \$100,000 for the McGrath Foundation and we hope to add another \$60,000 to the tally by the end of July," said Mr Michael Daly, Chairman IGA National Council.

"We're very proud of the initiative's enormous success and we hope shoppers will once again embrace the opportunity to do something healthy for themselves, and their family, while supporting the McGrath Foundation."

The McGrath Foundation's Tracy Bevan said the campaign, along with other IGA initiatives, had already funded two part-time McGrath IGA Breast Care Nurses, one in Myrtleford (VIC) and another in Northam (WA).

"Our friendship with IGA and Aussie Apples has played an important role in growing the network of McGrath Breast Care Nurses," Tracy said.

"We now have 61 McGrath Breast Care Nurses helping support women, and their families, in communities across Australia, and with support from campaigns like this we look forward to watching that number grow.

"In previous years, we've been overwhelmed by messages of support on Facebook, applauding our friendship with IGA and Aussie Apples. This year, we are calling on our supporters to provide inspiration to other apple lovers and are asking people to share their favourite family apple recipes on Facebook, just as Aussie apple growers have done to celebrate the apple season."

For more information and heirloom recipes from Aussie Apples growers, visit www.aussieapples.com.au.

For further information or interviews, please contact:

Bite Communications - 02 9969 6633 - Sonya Rogers on 0435 110 670 or
McGrath Foundation - 02 8962 6100 – Alex Finlay

About the McGrath Foundation: The McGrath Foundation was co-founded by Jane and Glenn McGrath after Jane's initial recovery from breast cancer. The McGrath Foundation raises money to fund McGrath Breast Care Nurses in communities right across Australia and increase breast awareness in younger women. To find out more about the McGrath Foundation and how you can make a difference, please visit www.mcgrathfoundation.com.au.

