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Media Release

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“Be Part of the Dream” – Fighting Cancer through Research

The newest initiative for the Fiona Elsey Cancer Research Institute is the **Cancer Research Awareness Month** this August. This is a wonderful way for the community to “**Be Part of the Dream**” in fighting Cancer through Research, and supporting Ballarat’s internationally recognised cancer research facility.

“**Be Part of the Dream**” <https://www.youtube.com/watch?v=n3y5MX0ukXI> is a project for businesses, community groups and sporting associations to participate in their own fundraising events to support their local research facility. Director of Research, Professor George Kannourakis said “*it is wonderful to see once again the generosity and willingness to get involved, of many local businesses for our first Cancer Research Awareness Month campaign*”.

“*The month long initiative is designed to engage with and encourage businesses and community groups to fundraise in their own way, whether it be a simple morning tea or guessing the number of jelly beans in the jar challenge or even something a little crazy like a wacky casual clothes day. As long as it’s fun and it lets the community know the importance that every dollar has toward our research outcomes*” said Professor Kannourakis.

Professor Kannourakis went on to say that “*It is wonderful to see the remarkable development of the institute over the last 20 years, which is a testament to the overwhelming support of the Ballarat and greater regional community. This support has allowed our team of scientists to break new ground in studies on the role of immune cells in cancer and of immune cells in ovarian cancer*”.

This concept (Cancer Research Awareness Month) was developed from local schools involvement in **Fiona’s Dream**, where many schools fundraise for the Institute and then have a wonderful opportunity to visit and tour the facility to see how their funds are being used for Cancer Research right here in Ballarat. The Fiona’s Dream project is inspired by Ballarat teenager, Fiona Elsey who lost her fight with cancer in 1991.

Fundraising and Communication Manager for the Institute, David McMahon said *“the Institute receives the vast majority of its funding from generous community donations. Since our move to the Technology Park in January this year, we have had an opportunity to expand our research staff and projects and continue the incredible research projects being completed right here in Ballarat – which has only been possible with this important community support”*.

To **“Be Part of the Dream”** Cancer Research Awareness Month visit www.fecri.org.au and simply register your business, community group or sporting club today.

The Fiona Elsey Cancer Research Institute’s mission is to advance the understanding and treatment of cancer, by making an internationally recognised contribution to cancer research. Opened in 1998, the Institute was inspired by Ballarat teenager, Fiona Elsey who lost her fight with cancer in 1991. Today, the Institute, led by Director of Research George Kannourakis, is making enormous progress in “Fighting cancer through research” including a world-first trial into individualising chemotherapy treatments for patients.

For more information visit www.fecri.org.au

Cancer Research Awareness Month TVC: <https://www.youtube.com/watch?v=n3y5MX0ukXI>

Who was Fiona Elsey: <https://www.youtube.com/watch?v=Y3-UgdnSJzo>

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