

FROCKTOBER RAISES RECORD AMOUNT IN 2010

Frocktober launched its 2010 fundraising campaign at the beginning of October 2010 to raise funds for the Ovarian Cancer Research Foundation (OCRF).

"We are thrilled to announce that we have raised over \$110,000 in 2010 alone," Frocktober President Dr Mounsey said. "This brings the total funds raised by Frocktober over the past three years to over \$160,000.

"Frocktober has raised a record amount in 2010," said Dr Mounsey. "We had some fantastic fundraising efforts in New South Wales, Western Australia and the ACT."

OCRF CEO and Co-Founder, Liz Heliotis said "Aligning with a first-class fundraising team such as Frocktober, positions the OCRF to showcase our leading edge scientific research endeavours in a different forum."

"I would like to applaud Frocktober as an incredible tribute to the younger generation."

"By embracing their own future health and stylishly positioning their national campaigns, Frocktober empowers the broader community to prosper the early detection of this insidious disease; supporting change for generations to come," Ms Heliotis said.

Research has shown that 75% of ovarian cancers diagnosed at an advanced stage are unlikely to be curative.

"In 2010, Frocktober and its supporters have worked harder than ever to raise funds and awareness for ovarian cancer research. Frocktober is honoured to join the OCRF in the search for an early detection test," Dr Mounsey said.

"This year has demonstrated that people across the country are willing to get on board and support this frockin' great cause. We look forward to repeating this success in 2011."

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