

NATIONAL BREAST CANCER FOUNDATION

The main goal of the **National Breast Cancer Foundation (NBCF)** is to raise funds for research into prevention and, ultimately, a cure for breast cancer. As Australia's leading national not-for-profit organisation we have a responsibility to ensure that the funds our supporters work so hard to raise are used in the best possible way as we move towards making our goal a reality.

As a nation, we have all the ingredients to successfully push onwards towards the prevention and eventual cure for breast cancer – but the most important part of the recipe is you. By taking part in initiatives such as the Dove Pink Star Walk, you are playing a vital role in the move towards a cure.

The NBCF is proud to be involved with the Dove Pink Star Walk. As well as being a fun and healthy activity, this event will help generate vital funds for breast cancer research.

To learn more about the work of NBCF, go to www.nbcf.org.au

YOUR STORY Breast cancer has touched most of us at some point in our lives, if you would like to share your story with us **please contact us: dove@sportingspectrum.com**

CONTRIBUTE Your contribution is very important and much appreciated not only by the **National Breast Cancer Foundation (NBCF)** but also by many women, their families and friends who are affected by breast cancer. Today the **NBCF** is renowned for funding excellent research and supporting a generation of significant milestones in breast cancer research and to date the **NBCF has funded more than \$28 million across 158 research programs.**

We still need your help and by entering **the Dove Pink Star Walk** you are already helping the **NBCF** bring us closer to prevention and cure.

Why not set up your own webpage and invite friends, family and colleagues to sponsor you and raise much needed funds for NBCF. Visit www.everydayhero.com.au/event/dovepinkstarwalk08 to set up your own webpage or simply make a one-off donation. If you prefer the traditional method of a sponsor form please contact us.

Event Partners

The 2008 Dove Pink Star Walk would not be possible without the help and generous support of our event supporters. We would like to thank them for their support and assistance in helping to stage this event.



The Dove Pink Range



Dove is proud to be a Platinum Partner of the National Breast Cancer Foundation and from September will also be adding a touch of pink to some of their best loved products. Dove will be giving a percentage of sales from the limited edition Dove Pink Deodorants, Beauty Bar and Body Wash to the National Breast Cancer Foundation to help fund research for prevention and cure.

Dove Pink Beauty Bar

The soft pink packaged and coloured Dove Pink Beauty Bar is a specially formulated cleanser containing 1/4 moisturising cream. It helps skin retain its natural moisture, bringing out its softness and true beauty without leaving skin dry like soaps can. Dove Pink Beauty Bar is pH neutral and suitable for all skin types, including sensitive skin.

Dove Pink Anti-Perspirant Roll-on Deodorant Dove Pink Anti-Perspirant Aerosol Deodorant

Dove Pink Deodorants contain the most effective anti-perspirant ingredients to give you maximum dry protection all day long, whilst the 1/4 moisturising cream takes care of your skin. The new, soft, pink floral fragrance provides a fresh and feminine scent. All Dove Deodorants are alcohol free and dermatologically tested.

Dove Pink Body Wash

Dove Pink Body Wash is mild and soap-free and will leave your skin feeling soft and smooth. Indulge yourself with Dove's rich moisturising cream and floral, sweet fragrance for a relaxing shower experience.

www.mydove.com.au

Congratulations!

Dove star walk

for breast cancer research



Welcome to the 2008 Dove Pink Star Walk and thank you for deciding to help find a cure for breast cancer

This pack contains everything you need to prepare for the event on Saturday 25th October 2008!

We can't wait to see you on event evening and thanks again for signing up to be part of this fantastic event for an amazing cause.

WHEN: Saturday 25th October 2008
WHERE: **Start** Parade Ground, Royal Botanic Gardens
Finish Tumbalong Park, Darling Harbour

WHAT TIME:
6:30pm Event area opens to participants (no spectator access to this area)
8:15pm 1st wave start to commence
8:30pm 2nd wave start to commence
8:50pm-10:15pm Entertainment and awarding of prizes at Tumbalong Park

www.mydove.com.au

Event Information



HOW DO I GET THERE?

As the event starts and finishes at different locations, we would encourage you to plan your arrival and departure by public transport. Please visit www.131500.com or phone 131 500 for public transport options, and detailed timetable information. **The only entry point into the start event site will be from Government House Gate, at the corner of Macquarie & Bridge Streets, by the Sydney Conservatorium of Music.** NO ACCESS will be granted to the Parade Ground via the gates at the bottom of Macquarie Street, near the Sydney Opera House.

Please note: Extensive track work is planned on the CityRail network on the weekend of the event. Buses will replace train services on affected lines. Please check www.131500.com for information on whether your area will be affected.

PREPARATION

Please remember that this is a walk and we want you to enjoy the magnificent scenery rather than racing to the end. Having said that, please ensure you have appropriate footwear and clothing for the weather on the night. There will be a Mount Franklin water stop along the way and more refreshments when you finish the walk.

ARRIVING AT THE EVENT

Due to the number of walkers participating in this event, the walk will be set off in two groups. Walkers will be grouped into start areas according to the time they arrive. Therefore, if you wish to walk with family, friends or colleagues, please arrange to meet up with them before you get to the main entry point of the event at Government House Gate.

WALK NUMBER

Enclosed with this pack is your unique walk number. Please complete your personal details on the back of the bib, and pin the number to your front on the evening of the event.

You will need your walk number to access the start area and to redeem your goody bag.

MEETING UP WITH LOVED ONES

This is an all inclusive event and we hope that you will encourage your friends and family to participate in the 5km walk with you. It will not be possible for spectators to access the start area or join in on the course at any point. If you need to meet up with people after the walk you should do this once you arrive at Tumbalong Park.

AFTER YOU HAVE FINISHED

Every finisher will receive a goody bag with lots of products from our supporters. Once in Tumbalong Park, stay and enjoy the atmosphere or head down to one of the many cafes, bars and restaurants within Darling Harbour.

GETTING HOME

The finish village will be at Tumbalong Park, Darling Harbour. Darling Harbour provides access to public transport. Again, you are best advised to plan your journey home in advance of the event.

GET YOUR BRAS UNDER THE STARS

Get into the pink spirit by decorating a pink bra and wearing it on the night to show your support for breast cancer research. You can wear it on top of, beneath, or even instead of your tshirt! Participants are also encouraged to wear pink clothing and accessories in general. Prizes will be awarded for the Best Decorated Bra so get creative.

Our 'pink' Style Police will be on patrol ready to award those who have most got into the spirit of the night with some fabulous prizes to be won.

If decorating a bra is not your thing our spotters will also be out looking for those walkers who have shown creative flair in adopting a pink theme for the night – hats, costumes – there is no limit to the ways you can show your support!

PRIZES

Spot prizes will be awarded at the event for the best dressed participants as well as for the best decorated bras worn on the night.

PRIZE CATEGORIES INCLUDE:

- The Dove Award for Best Mum and Daughter Team
- The National Breast Cancer Foundation Pink Ribbon Award
- Style Police choice awards for Best Coordination
- Most Creatively Decorated Bra
- Best 'Man in Bra'
- Best Dressed Family
- Raciest Bra
- The Madonna award for Best Cones
- Best Team Effort
- Best use of Pink



COURSE Information

A map of the course is detailed adjacent. Please note for safety reasons, no dogs (except guide dogs) bikes, rollerblades or skateboards will be permitted at the event. The course map is correct at the time of printing and is subject to change.

This 5km course will take in some of Sydney's most spectacular landmarks and you will experience it all under a beautiful Sydney starlit night.

Start to 1km:

Shortly after starting the walk in the Royal Botanic Gardens, participants will cross the forecourt of the Sydney Opera House, before heading towards Circular Quay. Participants will experience magnificent views of the City skyline and of the Harbour during this first kilometre of the walk.

1km to 2km:

The stretch between the 1km and 2km marks of the course will undoubtedly be the most spectacular as walkers view some of Sydney's finest landmarks including Luna Park and the Bridge, as well as Sydney Harbour.

2km to 3km:

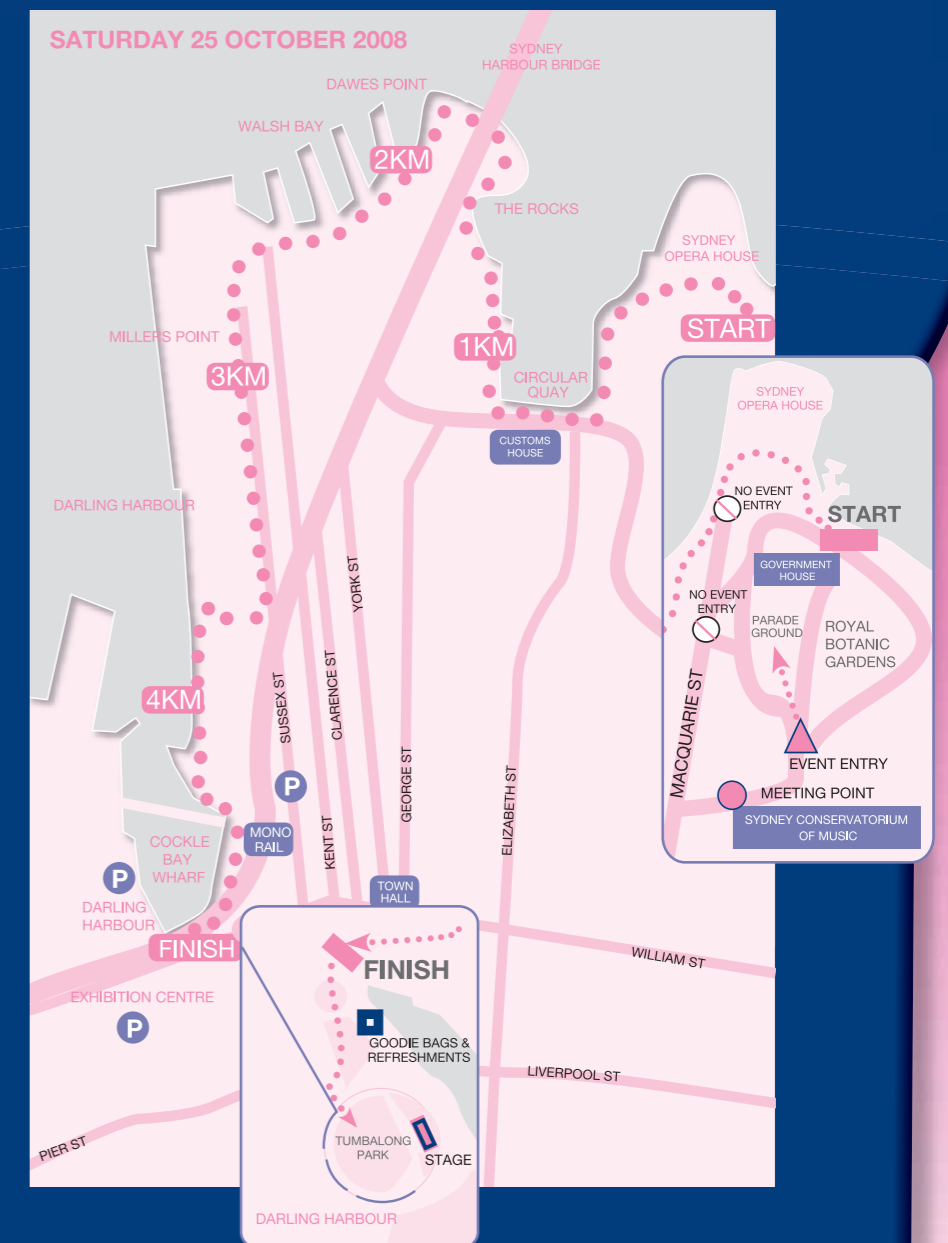
After walking through West Circular Quay and Campbell's Cove, the course will pass Hickson Road Reserve before heading underneath the Sydney Harbour Bridge.

3km to 4km:

Participants will walk along Hickson Road before experiencing rare access into Wharf 8. After entering and walking directly through the Terminal, participants will head out towards the waterfront restaurants and bars of the sophisticated King Street Wharf.

4km to Finish:

Enjoy the magnificent waterfront scenery as the course passes by the Sydney Aquarium, and along Cockle Bay Wharf. Enjoy the view until you spot the finish line in sight, which will be located at Palm Grove just before you enter Tumbalong Park.



Medical

Medical personnel are located at the start, on course, near the half way mark and at the finish area. Please notify a marshal if you have any medical difficulties and they will call for medical assistance. Please ensure that you complete your personal details and whether you have any medical conditions or allergies on the back of your race bib prior to the event.

www.mydove.com.au