




## OLIVIA NEWTON-JOHN PARTNERS WITH CURVES TO DISTRIBUTE THE OLIVIA® BREAST SELF-EXAM AID TO 1 MILLION WOMEN

A BREAST CANCER AWARENESS INITIATIVE TO EMPOWER AND ENCOURAGE WOMEN TO SELF EXAM IN OCTOBER 2008

Sydney, – Four-time Grammy winner Olivia Newton-John announced a partnership with Curves, the world's largest fitness franchise for women to launch an international campaign to distribute 1 million units of Olivia® Aid, a breast self-exam aid that assists women to exercise breast self-exams correctly.

The initiative's goal is to empower and encourage women to take responsibility for their bodies and breast health by launching a "first-of-its-kind" campaign beginning in October 2008 as part of "Breast Cancer Awareness Month," available exclusively through Curves.

Newton-John credits her own breast self-exam as the first step to her eventual diagnosis of breast cancer. Now, 16 years later she has become a passionate advocate in creating awareness for early detection and encouraging women to take a more active role in their breast health. "That I am fine today and stronger than before, I credit to early detection," says Newton-John.

Breast self-examination is an important step a woman can do herself as part of a regular breast health routine. "Clearly, a significant number of breast cancers are found by the patient herself, even in the setting of a normal mammogram," says renowned breast cancer surgeon Ernie Bodai, M.D., F.A.C.S, who has treated over 4,000 women with breast cancer. "The Olivia Aid greatly enhances a woman's ability in detecting an abnormality...which in many cases will lead to early detection and a better chance for a cure."

"Being a breast cancer 'thriver,' I know that early detection is key to good breast health," says Newton-John, whose cancer was diagnosed in 1992 and who is now cancer-free. "My wish is that all women age 20 and above perform monthly breast self-examinations. With the wonderful support of Curves, an organisation whose mission statement is 'strengthening women,' I hope that this campaign will be the beginning to have the Olivia Aid available to every woman and will become a staple in every medicine cabinet in the next five years."



Following a partnership with Olivia Newton-John's Great Walk to Beijing, a 228 km journey along the Great Wall of China in April 2008 which raised more than \$2 million for the Olivia Newton-John Cancer Centre Appeal, Curves is passionate about making the Olivia Aid available to all women. Considering that numerous studies show a lower percentage of cancer diagnosis in women who maintain a healthy body weight and practice regular fitness programs, Curves is the ideal partner to successfully get the Olivia Aid into the hands of 1 million women in October.

Curves founder Diane Heavin joined Newton-John for the entire three-week journey on the Great Wall of China, and Curves alone raised more than \$1 million for the cause. Curves will continue its efforts in the fight against cancer (the company's #1 cause marketing effort) with the support of the Olivia Aid.

"No other cause has united the Curves community like the fight against cancer—and specifically, breast cancer," said Diane Heavin. "When I heard that Olivia was behind this amazing early detection tool, I couldn't wait to get my hands on one. After I used it myself, I couldn't wait to get the Olivia Aid into the hands of a million women."

Non-members can get a free Olivia Aid when they come in for a complimentary Fitness Assessment. Curves members have a variety of ways to obtain an Olivia Aid, including showing proof of a mammogram within the last 12 months. Olivia Aids are also available for purchase by anyone in the community. The goal is to distribute 1 million Olivia Aids to women through October.

To coincide with the Olivia Aid campaign in October, the Liv.com website will be launched as a one-stop source for information, news and education about breast health and early detection. Newton-John

and Curves want to inspire women to exercise good breast health by actively integrating breast health into their daily life and making it a part of their monthly routine.

### About the Olivia Aid

The Olivia Aid is a simple, patented, and FDA-cleared medical device that makes clinical and breast self-examinations effortless and more comfortable. It comes in the form of a heart shaped thin silicone pillow filled with a non-toxic lubricant. The Aid reduces the friction between the fingers and the breast for ease of movement of the fingers over the breast. For more information visit [www.Liv.com](http://www.Liv.com).

### About Curves

Curves works to help women lose weight, gain muscle strength and aerobic capacity, and raise metabolism with its groundbreaking, scientifically proven method that ends the need for perpetual dieting. Curves works every major muscle group with a complete 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance. Founders Gary and Diane Heavin are considered the innovators of the express fitness phenomenon that has made exercise available to over 4 million women, many of whom are in the gym for the first time. With more than 10,000 locations in over 60 countries, Curves is the world's largest fitness franchise.

## APPLICATIONS FOR APPOINTMENT TO THE NSW YOUTH ADVISORY COUNCIL

Applications are being sought from people interested in being appointed to the NSW Youth Advisory Council. Applications are particularly being sought from young people with experience and a keen interest in youth affairs. The NSW Youth Advisory Council provides a direct avenue of communication between the young people of NSW and the NSW Government.

The Council was established under the Youth Advisory Council Act (1989) and reports to the Minister for Youth, The Hon. Linda Burney, MP.

The Council's functions include:

- providing advice on the planning, development, integration and implementation of Government policies and programs concerning young people
- consulting and conducting forums with young people, community groups and government authorities on issues and policies concerning young people
- monitoring and evaluating legislation and Government policies and programs concerning young people and recommending changes if required

Appointments to the Youth Advisory Council will be for a period of 12 months. It is anticipated appointments will be announced in December 2008. Application forms for membership of the Youth Advisory Council and an information sheet on the Council are available on the NSW Government Youth website [www.youth.nsw.gov.au](http://www.youth.nsw.gov.au) or from the Executive Officer, Youth Advisory Council, Communities Division, Department of Community Services, Locked Bag 4028, ASHFIELD NSW 2131, or by phoning (02) 9716 2844.

**Closing Date: 5.00pm, Friday 10 October 2008.**

Applications can be faxed to: (02) 9716 2870  
e-mailed to: [yac@community.nsw.gov.au](mailto:yac@community.nsw.gov.au) or mailed to: Executive Officer  
Youth Advisory Council  
Communities Division  
Department of Community Services  
Locked Bag 4028  
ASHFIELD NSW 2131.

### MEDIA RELEASE

## Virginia Judge calls on Japanese Government to Apologise to Comfort Women

Strathfield MP, Ms Virginia Judge, calls on the Japanese Government to apologise to 'Comfort Women' who were subjected to appalling acts of sexual servitude by Japanese soldiers during the Second World War.

In a speech made to Parliament on 26 September Ms Judge said 'Comfort Women', many of them Korean, were forced to provide gratification to members of the Japanese military forces. "These rape victims were used as sex slaves - violated in body and in spirit."

"The Japanese referred to these women in callous euphemisms such as Barmails, jakbu or waitresses comfort station ladies, entertainers, social ladies and service ladies", Ms Judge said. The suffering endured by those women remains to this day.

World War II was an historic victory for freedom and an historic transformation for Japan. Her military was dismantled, her war criminals were executed and democracy was embraced. But in all the account keeping after 1945, one piece of the picture was overlooked and remains overlooked - justice for the 'Comfort Women'.

At a public forum held in Inner Western Sydney exactly 63 years after Japan's surrender it was agreed to proclaim 15 August as a day of global action for the 'Comfort Women' so that justice will prevail.

"I ask the Japanese Government to apologise to these 'Comfort Women' and immediately make the necessary reparation for the appalling war crimes to these victims", Ms Judge stated. Ms Judge's speech to Parliament can be found on the internet at: <http://www.parliament.nsw.gov.au> and follow the Hansard & Papers Menu to Legislative Assembly - Private Members Statement Virginia Judge 29 August 2008 Comfort Women.