

MEDIA RELEASE

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BreaCan is now Counterpart — Women supporting women with cancer

MELBOURNE – 31 May 2017

Tonight Women's Health Victoria welcomed over 100 guests to launch the new name of their valued cancer support service, BreaCan. Dale Fisher, CEO of Peter MacCallum Cancer Centre, unveiled the new brand, Counterpart - Women supporting women with cancer to great fanfare.

BreaCan has provided quality support and information to women living with breast or a gynaecological cancer more than 25,000 times since opening in 2003. As Counterpart, the service will continue to provide the same high quality support to women across Victoria.

Counterpart connects, supports and informs women with breast or a gynaecological cancer to live well.

The name Counterpart celebrates the essence of the service – the trust, warmth, care and positive energy created when women connect and support each other. That is why Counterpart puts peer support at the heart of the new brand.

We recognise every woman's experience of cancer is different but talking to another woman with a cancer diagnosis can help.

Highly trained, professional Peer Support Volunteers give other women with breast or a gynaecological cancer emotional support, understanding, hope and comfort.

More information about how Counterpart can support women living with breast or a gynaecological cancer can be found at counterpart.org.au

Quote from Dale Fisher, CEO, Peter MacCallum Cancer Centre

"Counterpart provides a very special and unique service to women living with breast or a gynaecological cancer. I am honored to launch the new brand and look forward to working with Counterpart at Peter MacCallum Cancer Centre to connect Victorian women with cancer to the support they need."

Quote from Dianne Hill, Manager, Counterpart

"We have chosen the name Counterpart to celebrate the essence of our service – the trust, warmth, care and positive energy created when women connect and support each other."

Quote from Rita Butera, Executive Director, Women's Health Victoria

"We are delighted to unveil the new brand for our cancer service. Breast and gynaecological cancers have a major impact on Victorian women. We believe Counterpart - Women supporting women with cancer - tells women who we are and what we do, and puts peer support at the heart of the service. We know over time Counterpart will connect more Victorian women with cancer to high-quality support and information."

-ENDS-



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Counterpart is a service of Women's Health Victoria.

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About Women's Health Victoria

Women's Health Victoria (WHV) is a not-for-profit, state-wide women's health promotion, information and advocacy service, focused on improving the lives of Victorian women. WHV works collaboratively with women, health professionals, policy makers and community organisations to influence and inform health policy and service delivery for women. The work of WHV is underpinned by a social model of health and a commitment to reducing inequities in health which arise from social, economic and environmental determinants. **For more information, visit www.whv.org.au**