

MEDIA RELEASE
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Go Natural goes pink again to support the McGrath Foundation!

Australian natural food company, Go Natural, raised \$12,000 in 2009 for the McGrath Foundation and this year are proudly going pink again! Go Natural's target for this year is to raise \$20,000 to help fund McGrath Breast Care Nurses in communities right across Australia as well as increasing breast awareness in younger women.

With the limited edition bar on sale in supermarkets nationally in the lead up to and during Breast Cancer Awareness Month in October, Go Natural is donating 10 cents from the sale of every limited edition Pink Macadamia Dream bar.

The indulgent Pink Macadamia Dream is packed with Australian grown macadamia nuts, coated with a dollop of pure Australian honey and smothered in a smooth creamy coating. This natural indulgence is high in fibre, gluten free, caffeine free, has no artificial flavours and is low in sodium making it a delicious healthier treat you can enjoy whilst also supporting the important work of the McGrath Foundation.

Co-founded by Jane and Glenn McGrath after Jane's initial recovery from breast cancer, the McGrath Foundation aims to raise much-needed funds to place McGrath Breast Care Nurses in communities right across Australia whilst increasing breast awareness in younger women.

McGrath Breast Care Nurses provide physical, psychological and emotional support for women diagnosed with breast cancer and their families from the time of their diagnosis and throughout their treatment for breast cancer. There are currently 55 McGrath Breast Care Nurses located in areas as far reaching as Hervey Bay (QLD), Geraldton (WA), Armidale (NSW), Warrnambool (VIC) and Whyalla (SA).

The McGrath Foundation's Tracy Bevan is excited the McGrath Foundation has teamed up with Go Natural again to launch the limited edition Pink Macadamia Dream bar.

"Friendships such as Go Natural allow the community to support us just by doing their everyday food shopping. This is a true example of how together, we can make a difference and brings us closer to achieving our goals of spreading breast awareness in the community as well as helping support Australian women diagnosed with breast cancer and their families," said Tracy.

The Pink Macadamia Dream bar (RRP \$2.09) can be purchased in all major supermarkets, independent supermarkets, and non-grocery outlets nationally, in the health food aisle.

www.gonatural.com.au and www.mcgrathfoundation.com.au

For further product information or imagery please contact Go Natural:

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Go Natural
Tastes good, naturally.



together we can make a difference