

**SATURDAY 3 MAY 2025**

[walkforwomenscancer.org.au](http://walkforwomenscancer.org.au)



New Town Toyota

**Walk for  
WOMEN'S  
CANCER**



*Perkins*

# YOUR 2025 WALK GUIDE





# Welcome to THE WALK!

## I'm Kelly Your Walk Guide

I'll be your loudest cheerleader every step of your Walk journey. However you choose to walk against women's cancer, the Perkins Walk team and I will be right by your side. I'm here to answer any questions you may have about the event, provide support with your fundraising and host training walks. I'm only a phone call away if you want to say "Hi!"

## I'm Mel Your Community Guide

I'm going to keep you up to date with all the info you'll love, kick-off fun chats and keep you stepping strong on the Walk's socials. Don't miss out on updates, fundraising tips, and competitions, make sure you follow the Walk's Facebook, Instagram and LinkedIn social accounts. Have a burning question? Just send me a DM.



Get in touch by emailing [walk@perkins.org.au](mailto:walk@perkins.org.au) or calling (08) 6151 0759.

## CANCER STOPS WITH US!

This is your journey to stop cancer in its tracks!



**Breast cancer is Australia's second most diagnosed cancer, and 1800 women face ovarian cancer each year. Together, we can make cancer stop with us.**

Since 2013, the Walk for Women's Cancer has stepped toward kinder treatments for our mums, aunts, sisters, daughters and friends.

Today, walkers along with title partner New Town Toyota rally to support vital cancer research at WA's Harry Perkins Institute of Medical Research. Last year, walkers raised \$1.45 million, with 100% of those funds going back to the Perkins to fuel cutting-edge research in women's cancer.

Research like the work of Pilar Blancafort and Edina Wang whose world-renowned discovery that bee venom could be a key to killing aggressive breast cancer cells.

Whatever way you choose to walk, you will be supporting vital cancer research.

Walk over six days leading up to Saturday, 3 May and finish the final 5km with others on the big day.

Not in Perth? No problem! Walk from anywhere and share your journey by tagging #walk4womenscancer.

Experience the full 35km (or 42km) alongside your fellow walkers for a day to remember!

Thank you for joining the Walk and fundraising. You are giving yourself and your loved ones the best chance at living a future where cancer is non-lethal.

### WHAT'S WITH THE BEES?



In 2021, Perkins researchers found that a component of honeybee venom called melittin could kill breast cancer cells – a groundbreaking find. These mighty bees may hold the secret to helping us to tell aggressive cancers to buzz off!





# BENEFITS EVERY STEP OF THE WAY

## From event-day bonuses to fundraising rewards!

It can be tough walking against cancer so on Walk day, you'll have everything you need for a memorable experience. Before the big day, you'll also earn rewards and have the chance to win incentives!

### OPENING CEREMONY

The day begins with a moving ceremony, where you'll hear from your official Walk Ambassador and take a moment to reflect on those affected by or lost to cancer.

### HELP ON HAND

Medical and therapeutic services will be available throughout the day to keep you stepping lightly. Massage therapists, podiatrists, and first aid will be there, ensuring you're always in good hands!

### FOOD AND PIT-STOP

Fuel each step with a selection of free healthy snacks and drinks on offer at the pit stops along the route, along with a nutritious lunch at the halfway mark. Need a treat? Dr Lolly (aka Prof. Peter Leedman) will be around to offer a sweet treat!

### MEDALS

Every champion deserves a medal! As you come across the finish line, you'll be presented with your honorary 2025 Walk medal.

### ROSES

To commemorate the day, you'll take home a beautiful rose bush as a fragrant reminder of your shared journey and of our loved ones affected by cancer.

### POST-EVENT CELEBRATIONS

After the Walk, enjoy a recovery massage and a refreshing glass of fizz and food with your supporters. It's your time to celebrate the day with your loved ones and fellow walkers.

## REWARDS

In the lead-up to the Walk, you'll collect badges for completing tasks. Earn badges to release a reward that will be added to your Walker pack to keep you fresh and offer relief from the elements on the day. Achieve all badges, and you'll unlock a secret surprise gift!



Sun Zinc



Cap



UV Sticker



Socks



Treats



Sunscreen



Buff



Walk T-Shirt



Promenade Club T-Shirt



Queen Bee T-Shirt



Powerpack



Secret Gift

## INCENTIVES

Don't miss out on the great incentives that are up for grabs! Follow the Walk on social media and check Kelly's emails for all the info on how you could have the chance to win some extraordinary prizes.



Smart Water Bottle



Massage Throne at Event Day



Your Shoe Size in Chocolate



Getaway for Two Nights



Team VIP Experience



Pamper Pack



Shopping Spree



# TRAINING WALKS



## LACE UP AND LET'S GO!

Whether it's your first walk or you're a seasoned stepper, preparing for 35km will be easier if you start early.

You are invited to join the Training Walks to build stamina, meet fellow walkers, ask the Perkins staff any burning questions and have some fun!

Each training walk will be held on a Saturday morning in a picturesque setting. Head to the Walk website to register your spot on the Training Hub (and your friends are invited too!)

### NEW TOWN TOYOTA LOOP SAT 22 FEBRUARY

Thanks to title partner, New Town Toyota, embark on an easy 5km loop. Start the morning at their East Victoria Park dealership before heading off on a gentle stroll through the neighbourhood.

### THE PERKINS PACE SAT 15 MARCH

Time to hit your stride! The walk starts in Kings Park, winds its way to the Perkins, and then loops back to the leafy park.

### COASTAL STROLL SAT 29 MARCH

Feel the breeze on your back as you build up your walking stamina with an 11.5km sunny circuit with Perth's prettiest beaches as a backdrop.

### RIVERSIDE WALK SAT 12 APRIL

It's a challenging strut of 20km, but you'll have the support of fellow walkers and Perkins staff along the way. At the end, enjoy a refreshment and chat.

### REGIONAL WALKS NEW FOR 2025!

Veteran regional walkers will be heading out on a training walk and you are invited to join them. Train alongside experienced walkers while connecting with others in your region. Stay tuned for more details and follow the Walk's socials to stay updated!

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@walkforwomenscancer

# HONOUR YOUR CANCER JOURNEY

## Resilience blooms with yellow daisies

**Have you faced a cancer diagnosis or are currently going through cancer treatment and would like to acknowledge your journey?**

Walkers are invited to recognise themselves as someone who has confronted cancer head-on by wearing a beautiful daisy-inspired yellow design.

Yellow daisies represent your courage, resilience and strength and your ongoing support for women's cancer research.



Yellow Walkers are honoured with a bespoke enamel daisy pin, a floral bucket hat, and your own celebratory finish line on the day of the Walk.

*If you have been personally affected by cancer and would like to share your story, please reach out to the Perkins Walk team.*

## I SURVIVED CANCER



Cancer survivor Maria (far left) walks with her team Blister Sisters



# MEET YOUR AMBASSADORS

Meet your 2025 Walk Ambassadors. They are an inspiring group united by their commitment to ending women's cancer. All have seen first-hand the devastation that cancer has had on loved ones and families.

## ROHAN HILL

*Rohan Hill, a fourth-year walker, is honouring the memory of his wife Annie who passed away from cancer in 2024.*

At last year's Walk, Rohan crossed the finish line, where his wife Annie welcomed him and placed his medal around his neck. It was a heartfelt moment, symbolising the strength and determination they had shared since Annie's cancer diagnosis in 2018. Sadly, she passed away later in the year, but Rohan continues the fight in her honour.

When Annie and Rohan received her devastating cancer diagnosis it strengthened their resolve to face the challenge together. With Rohan by her side, Annie endured major surgery, chemotherapy, and radiation to

fight her cancer. Before her initial surgery, a meeting arranged by her workplace CEO at Hawaiian connected her with Professor Peter Leedman. This pivotal encounter introduced them to the Walk community and the work of the Perkins.

Learning about the Perkins' world-class research inspired Rohan to join the fight, fundraise and raise awareness to stop women's cancer in its tracks.

What started as a way to support Annie grew into something deeper for Rohan. He loved the close-knit spirit of the Walk community, describing it as "a small-town event in a big city."

This year, Rohan walks with his team Annie's Angels, driven by hope for better treatments and healthier futures for the women in our lives.



## KARAH JONES

*Karah walks in honour of her mum who is battling breast cancer. Her hope is that better treatments can be found for those with metastatic breast cancer.*

It was at a regular family dinner when Karah's world changed. Her beloved mum was diagnosed with breast cancer. The heartbreak deepened when they later learned it had metastasised to her brain. Despite the pain, Karah rose to support her mum, doing everything she could. For Karah, the Walk is more than a cause – it's her way of standing up for her mum and others facing this battle, striving for better early detection and improved treatments for women with metastatic cancer.



## DANNI BREMNER

*For breast cancer survivor Danni her love of walking has turned into a passion to make a difference.*

When Danni's mum was diagnosed with breast cancer in 2020, her world turned upside down. Then, Danni found a lump in her own breast. It was triple-negative breast cancer, and tests revealed she carried the BRCA-1 gene. The next 18 months were a gruelling journey of operations, chemotherapy and aggressive treatments. Now, Danni walks alongside her best friends, determined to help find kinder, more effective treatments, so other women won't have to endure the same experience.



## TANIA NEW

*Tania an eleventh-year walker, is inspired to return each year because of the camaraderie amongst walkers and the work being done at the Perkins.*

In 2014, Tania first joined the Walk to support her two friends who had lost their loved ones to cancer. She wanted to do her bit to honour their memories and find a cure for women's cancer. Today, she continues the fight by fundraising for the Walk because she feels part of a strong community of inspiring walkers and knows that she is making a difference for the women in our lives.





# VIPS LEADING THE WAY

Step up as a fundraising star by pledging to join the Promenade Club or Queen Bees, you'll be making a personal commitment to make a big impact for cancer research to help the cherished women in our lives. You'll also earn handpicked exclusive rewards!

## PROM CLUB

*The Promenade Club is a very special group of walkers who pledge to raise \$2,000 for women's cancer research.*

By joining you'll not only be eligible to receive tailored perks, but also personalised help from the Perkins Walk team to reach your goal.



Special Edition T-Shirt



Personalised Resources



VIP Concierge Bag Services



VIP Massage & Podiatry



Personalised Dedication Sign



Free Entry to 2026 Event



2 Tickets to VIP Event



## QUEEN BEES

*Established in 2022, the Queen Bees march ahead as an elite group of fundraisers who pledge to raise \$4,000 and are acknowledged for their outstanding efforts.*

Join this elite group to receive all Promenade Club benefits and these additional exclusive rewards.



Promenade Club Benefits



Special Edition T-Shirt



Exclusive Queen Bee Pin



Private Perkins Tour



Exclusive VIP Celebration

Take the step that changes lives – head to your dashboard and pledge to join.





# REACHING YOUR FUNDRAISING GOAL

Take on these proven pointers to breeze past your fundraising target with style.



## IT ALL STARTS WITH YOU!

Once your supporters know that you are walking against women's cancer, they will rally for you. Make sure your supporters know!

## PERSONALISE YOUR DASHBOARD

Upload a photo of yourself and a blog post letting your supporters know why you're on a mission to raise funds for women's cancer research. When others see how passionate you are about cancer research, they will be more likely to give when asked. Keep the donation momentum going by posting fresh pics or blog updates on your dashboard.

## DON'T HOLD BACK ON SHARING

Turbocharge your fundraising potential! Share your fundraising page link like you're passing around the hottest celebrity gossip. Your supporters won't know unless you hit them up with an SMS, email or post on social media. Give your fundraising goal the spotlight it deserves and the donation magic will happen!

## LEAD THE WAY

Here's the inside scoop – researchers say people who put their own money where their cause is end up scoring bigger in the fundraising game. And get this – whatever you throw in, your supporters are likely to match or go above and beyond. It's like fundraising math!

## DOLLAR MATCHES

Keep an eye out for Dollar Matches and supercharge your fundraising potential! These are incentives that will be announced on the Walk's social media (so make sure you are following!). They're extremely popular, so you'll need to be quick off the mark. When it's time, tell your supporters that every dollar they donate may be matched. Double your donation and double your impact!

## THANK YOUR SUPPORTERS

Your donors are a BIG deal. Let them know by thanking them! Once you get a donation, a prompt thank you goes a long way – ideally within the first two days. Consider giving a shoutout on social media too – it's a nice acknowledgment of their generosity and could inspire others to chip in.

## FUNDRAISING SECRETS FROM FELLOW WALKERS

*“ Use social media as much as possible, share pictures of your training walks, share how your fundraising is going, share your fundraising goal. ”*

**KARYN**

*“ Hit up your workplace! Ask about a donation matching programs, have gold coin morning tea or even a swear jar. ”*

**JAKE**

*“ Host a mini-event. People love to join in the fun of movie, bingo and quiz nights. ”*

**DENISE**

*“ Do a clothes swap or set a stall up at a swap meet with a sign saying that donations goes to women's cancer research. ”*

**NIKKI**

*“ Containers for Change is a great way to make extra donations. ”*

**ROB**

*“ Make it personal because everyone sadly has a connection to cancer. Share your story about why you are walking and why it's so important that we find a cure. ”*

**MARY**



# YOUR IMPACT

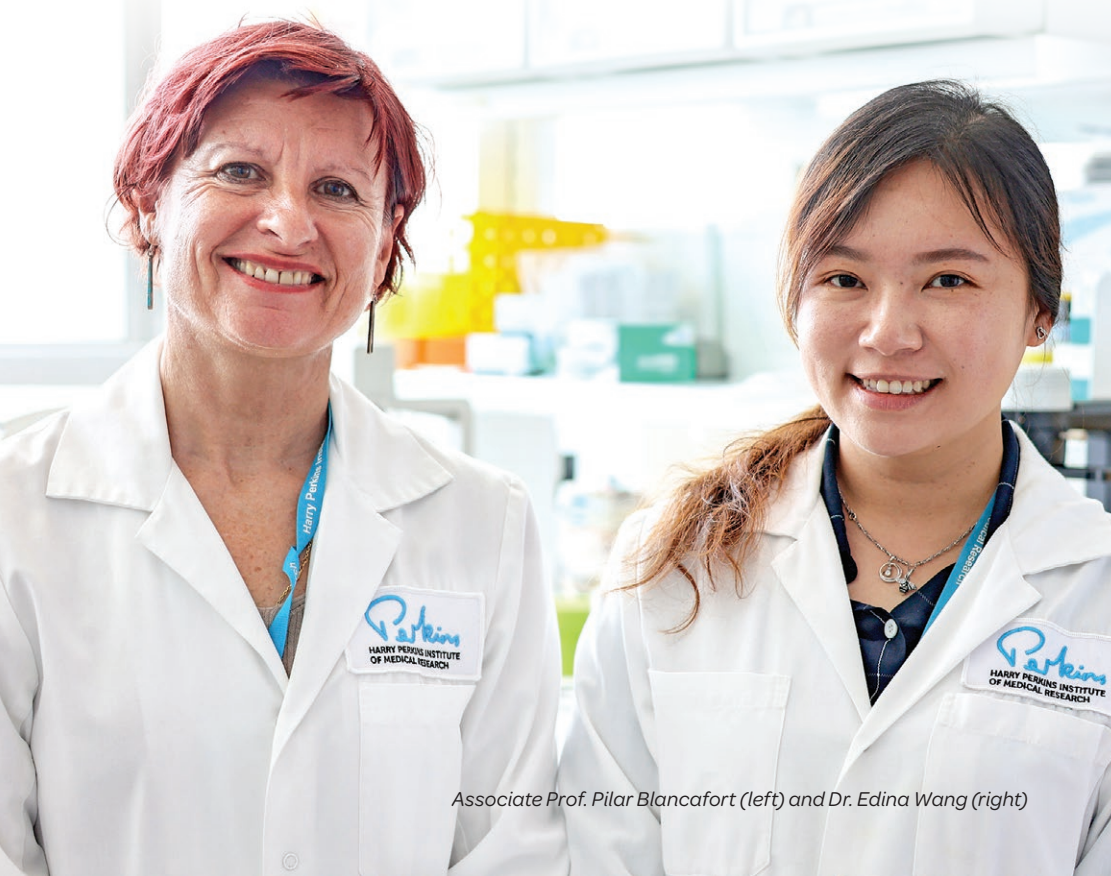
**Thank you for driving progress in women's cancer research at the Perkins!**

**By backing Associate Professor Pilar Blancafort and Doctor Edina Wang you are facilitating positive advancement in their groundbreaking cancer research.**

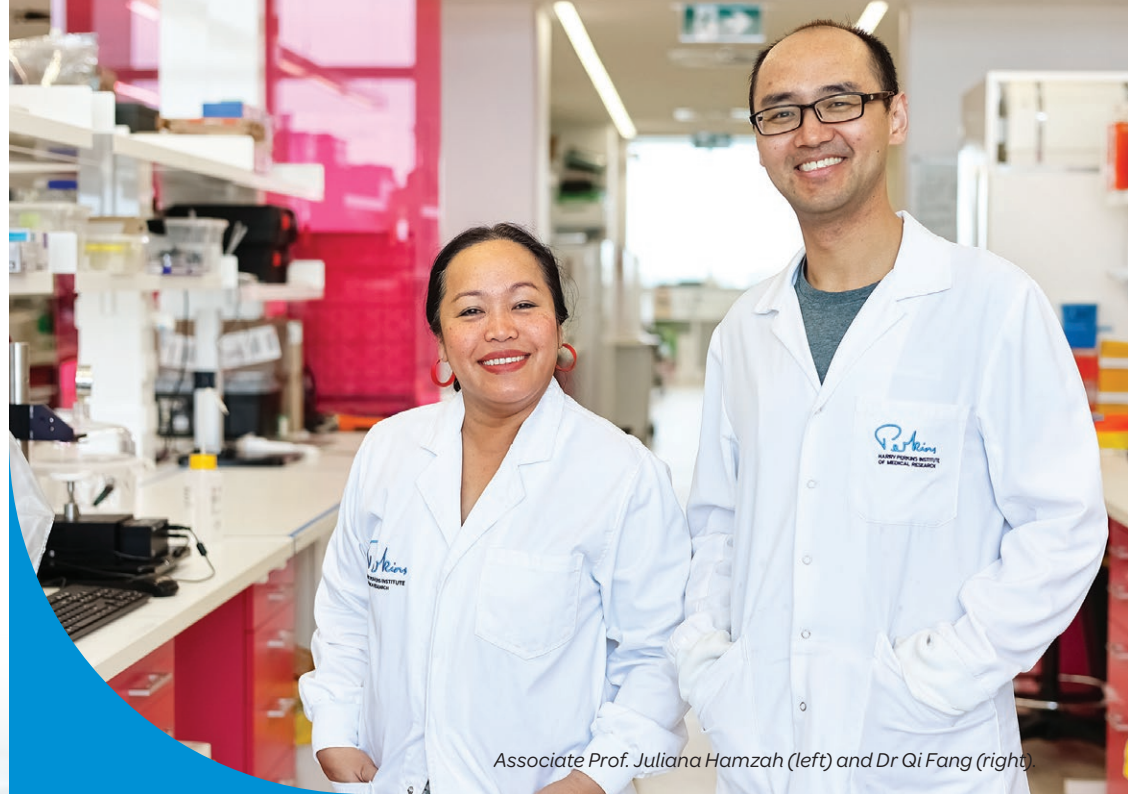
Pilar Blancafort is the Head of the Laboratory in Cancer Epigenetics at the Perkins. In 2021, her lab pioneered the discovery of a gene that shields certain breast cancer cells from treatment. Since that discovery, her lab has been working hard to find a way to deactivate the gene, leading to new possibilities in the treatment of aggressive cancers like triple-negative breast cancer.

Additionally, they have found honeybee venom, particularly a key component melittin, is highly effective at destroying cancer cells while sparing healthy ones.

Melittin weakens and dissolves cancer cells, especially in aggressive types that are hard to treat. Edina's team is now synthesising melittin and combining it with tumour suppressants and anti-cancer agents, showing promising results in the lab in eradicating cancer cells.



Associate Prof. Pilar Blancafort (left) and Dr. Edina Wang (right)



Associate Prof. Juliana Hamzah (left) and Dr. Qi Fang (right)

## YOU'RE THE FUEL THAT POWERS CUTTING EDGE TECHNOLOGY

**The funds raised by the Walk fuel research on less invasive and more efficient breast cancer detection methods.**

Each year a dedicated research team is awarded the New Town Toyota Walk for Women's Cancer Gift. Made possible by your generosity, this gift empowers talented researchers to continue the search for groundbreaking discoveries in women's cancer research, no matter what.

Researchers Dr. Qi Fang and Associate Professor Juliana Hamzah and their team are investigating a method called metasurface optical refraction tomography (MORT). It uses advanced light-based technology to look inside the body and measure the density of cells.

Cancer cells tend to have different densities, so by producing many highly detailed images of human tissue, they aim to develop a procedure that will quickly identify cancer cells.

This means patients would receive a more accurate diagnosis, experience less trauma and gain critical time to begin lifesaving treatment.



FROM THE PERKINS  
**Thank you!**

**TITLE PARTNER**



**New Town Toyota**

**COMMUNITY PARTNER**



**New Town Toyota**

**Walk for  
WOMEN'S  
CANCER**  
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**LET'S GET SOCIAL!**

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