



'These boots were made for talking...'

Join the Purple Boot Brigade

Your feet can raise money for breast cancer awareness.

The Breast Cancer Foundation of WA, Steel Blue and Engineers Australia are working together to support and raise awareness about breast cancer by spearheading the Purple Boot campaign.

How do I get my feet involved?

To join the campaign all you have to do is buy a pair of Steel Blue purple boots and \$30 from the sale of every pair will be donated to the Breast Cancer Foundation of WA.

Why are the boots purple?

- Purple is the colour of the Breast Cancer Foundation of WA

Who's involved?

- Steel Blue together with Engineers Australia and the Breast Cancer Foundation of WA are working together to raise awareness of breast cancer throughout the community

What will the money raised go towards?

The money raised from the Purple Boot campaign will help fund breast cancer education and awareness initiatives across Australia in partnership with other state based Breast Cancer organisations.

Can companies get involved?

Yes. By donning a pair of purple boots it visually shows your company is actively supporting the Breast Cancer Foundation of WA in its mission to:

- Support breast cancer sufferers and their families who face challenges after the diagnosis
- Spread the message that breast cancer does not discriminate against age, race or even gender and that early detection saves lives

Who do I contact to find out more?

Visit www.purpleboots.com.au for your state's Steel Blue representative's contact details.



Breast Cancer Foundation
of Western Australia Inc



ENGINEERS
AUSTRALIA



STEEL BLUE FOUNDATION
STEPPING UP FOR THOSE IN NEED

BE BREAST AWARE! EARLY DETECTION SAVES LIVES

To find out more, including local stockists - www.purpleboots.com.au

