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Fleming's & Trailfinders 'Chelsea Flower Show crew' fighting breast cancer across Australia and the UK...

With **one-in-eight women** in Australia expected to be diagnosed with breast cancer by the age of 85, and more men being diagnosed each year, the importance of being **breast aware** has never been so important to our community.

With this in mind, the **Steel Blue Foundation** has forged a partnership with the **Breast Cancer Foundation of WA Inc.** to spread the "be breast aware" message across Australia with other state based charities and the **Purple Boot Brigade™** campaign. **\$30 from the purchase of each pair of boots** will be donated by the Steel Blue Foundation to develop an education and awareness program aimed at Australian youth and the general community - **early detection saves lives!**

To support this initiative, the **Flemings & Trailfinders Australian Garden crew** joined the Purple Boot Brigade to take the 'early detection saves lives' message to the UK as they head off to the **Chelsea Flower Show** this Friday. The 20-strong team representing Australia at this year's world renowned show will not only show off Australia's talent in the garden, but also our strong community spirit as they don their purple Steel Blue boots in the name of breast cancer awareness.

"Breast Cancer is something that is affecting more people in Australia each year and with so many young Australians being diagnosed, we jumped at the chance to join the Purple Boot Brigade," Wes Fleming, Director of Fleming's Nursery, said today.

"We gain a lot of attention when we're at Chelsea as we are known for our fantastic garden designs and bright and fun-loving uniforms. The Steel Blue purple boots will add a new dimension to the team and all for such a great cause!"

With the support of so many high profile Australians and **Engineers Australia's '2007: Year of Women in Engineering'** project, the Purple Boot Brigade has taken off beyond initial expectations.

"We have been overwhelmed by the community's support of this project," states Ros Worthington OAM, Founder and Patron of the Breast Cancer Foundation of WA Inc. "We can't wait to see men and women across Australia wearing their purple boots proudly and helping us spread the 'BE BREAST AWARE' message."

A **limited range of men's and women's Steel Blue work boots** will hit stores across Victoria over coming months - but with stocks selling fast through pre-orders the community are being asked to be patient with delivery of their boots. Participating safety

distributors that sell Steel Blue will be able to take orders for boots where sizes may have sold out.

“An annual Purple Boot Day will be held in September across Australia and we will be planning a range of activities to get the community together for a day all about breast awareness and supporting the thousands of people touched by breast cancer,” states Ms Worthington.

*** For full details on the project and purple boot styles visit www.purpleboots.com.au**

.... Ends.....

Media opportunities Friday 4th May 2007. 2 – 4pm.

Yarra river near Swan Street Bridge (Melways reference: 2G A9)

Look out for the purple and pink!

Michael Roberts (Media Personality & former AFL player) will MC this farewell function for the full crew before they head off for their flights to London.

Also available for interview and photography:

Wes Fleming: Director Flemings Nursery

Glenn Archer: AFL Kangaroos Champion: Purple Boot Brigade & Steel Blue rep

The Fleming's & Trailfinders Australian Garden team in full uniform

The Steel Blue Foundation: Stepping up for those in need

The Steel Blue Foundation is a registered charity established in 2004 by Perth-based Footwear Industries, makers of Steel Blue premium industrial footwear.

Footwear Industries has been awarded with a multitude of local, national and international business awards for innovation and solid business practice. In 2003, the business took out the Australia-wide Telstra Small Business of the Year Award 2003. In 2006, the team was also awarded the Ernst & Young Western Region Retail, Consumer and Industrial Products' Entrepreneur of the Year Award 2006 where they were introduced to Ros Worthington, Social Entrepreneur of the Year from the Breast Cancer Foundation of WA.

The Breast Cancer Foundation

Founded in 2000 by Ros Worthington OAM, the Breast Cancer Foundation of Western Australia aims to improve the quality of life for women living with cancer. Since its inception the Foundation has provided practical, financial and emotional support to hundreds of women, men and families who have had to face challenges following the diagnosis of breast cancer.

The Breast Cancer Foundation of WA places a strong emphasis on educating the community about breast cancer. The Foundation is currently designing a Youth Education Package which will be available to schools across the country. The money raised from the Purple Boot campaign will help the Breast Cancer Foundation of WA complete this initiative nationally with plans to take the program across the globe.

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