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Fleming's & Trailfinders 'Chelsea Flower Show crew' win Silver-Gilt whilst 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.** and created the **Purple Boot Brigade™** to help spread the "be breast aware" message across Australia with other state based charities. **\$30 from the purchase of each pair of boots** is donated by the Steel Blue Foundation to implement an education and awareness program aimed at Australian youth and the general community - **early detection saves lives!**

The **Flemings & Trailfinders Australian Garden crew** joined the Purple Boot Brigade when they represented Australia at the **Chelsea Flower Show in London this month.** The 20-strong team not only showed off Australia's talent in the garden by taking out a **Silver-Gilt Award in the Show Garden category**, but also our strong community spirit as they donned 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 Australian's 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 added another new dimension to the team and all for such a great cause!"

A **limited range of men's and women's purple Steel Blue work boots** hit stores across Australia 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 distributors that sell Steel Blue will be able to take orders for boots where sizes may have sold out.

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

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Photos from Chelsea Flower Show available upon request.

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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