



Plus Fitness and Nissan Motorsport join forces to run Breast Cancer Awareness Week

In the lead up to the final round of the 2019 Supercars Championship, Plus Fitness and Nissan Motorsport have taken the pink theme to their Car #7 for the Newcastle 500 in support of Breast Cancer Network Australia (BCNA) as part of a collaborative initiative.

From the 19th till the 25th of November Plus Fitness are supporting BCNA with an extensive digital strategy as well as promoting awareness and fund raising across all 180 of its gyms around the country in what they are calling; 'Plus Fitness/Nissan Motorsport Breast Cancer Awareness Week'. Plus Fitness Franchisees and staff have been encouraged to embrace the promotion and dress up their gym (and staff!) pink in any way they can to assist in creating awareness for the fundraising initiative.

Plus Fitness Supercar Driver and Brand Ambassador Andre Heimgartner had this to say;

"It's great to be able to support such an important cause like breast cancer awareness". "The car looks amazing and I can't wait to show it off in front of the Newcastle crowd and I hope that both the Plus Fitness Racing #7 Altima and the other Nissan Motorsport cars can really help raise both awareness and funds for Breast Cancer Network Australia across the weekend".

As well as changing the appearance of the Plus Fitness #7 Altima, Nissan Motorsport will also be taking the pink theme to their other three Supercars with the support of their other major sponsors, Harvey Norman and Castrol. In Addition, drivers Kelly and De Silvestro will wear a unique, pink influenced BCNA race suit that will be auctioned off at the end of the Newcastle race weekend to raise money for the charity.

This year, BCNA celebrates 20 years of supporting Australians affected by breast cancer. The non-for-profit organization aims to ensure that everyone with the disease receives the best

support, information, treatment and care appropriate to their needs. It is estimated that in 2018, 18,087 Australian women will be diagnosed with breast cancer or approximately 49 each day. Approximately 28 percent of new cancers diagnosed in women in 2017 were breast cancer.

Kirsten Pilatti, CEO, Breast Cancer Network Australia said;

"BCNA is totally 'revved up' by Plus Fitness and Nissan Motorsport's support of women and men with breast cancer. The team's initiative to raise awareness and funds ensures our network can continue to provide free resources and services to those who need them". "The pink cars and suits look fantastic, and I'm sure the pink lady spirit will inspire them to victory. We wish them lots of pink lady luck."

Care to donate now? Click the donate button below to support the Breast Cancer Network Australia as part of the 'Plus Fitness/Nissan Motorsport Breast Cancer Awareness Week'.