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Blue Bees Create a Buzz at Eureka for Cancer

An iconic Melbourne artwork is receiving a makeover to raise awareness of men's cancers. Eureka Tower's Bee Colony will 'get blue' on Friday, September 4 in support of Blue September.

At 11:30am on Friday morning, abseilers with their faces painted blue will be descending from the top of Richard Stinger's Bee Colony artwork on Melbourne's tallest building to install new blue lighting.

The blue illumination of the Bee Colony artwork on Eureka Tower will last for the entire month of September to help raise awareness of the campaign that encourages men to face up to cancer.

"Eureka Tower is home to around 1,300 residents and more than half of these are men. As much as we don't want to think about it, the reality is that some of those men will be affected by cancer. By illuminating the Bees for the month of September, we hope we can contribute to the Cancer Council's campaign to raise awareness for this important cause." Peter Jones, Building Manager, Eureka Tower.

Blue September is specifically aimed at raising awareness of the most common cancers causing death in men: lung, prostate, bowel, pancreas and melanoma, and the lifestyle choices men can make to reduce their risk.

Alison Peipers, Deputy Director of Cancer Council Victoria's Cancer Prevention Centre will be available at the event to speak on men's cancers and the actions men can take to reduce their risk.

The Eureka Tower joins a number of iconic structures across Australia turning blue to support Blue September. Sydney's Harbour Bridge turned blue for the inaugural launch on August 31, while Brisbane's Treasury Casino, the Perth Concert Hall and Melbourne's Forum Theatre are among those going blue for the entire month of September to support the campaign.

Blue September will continue with a calendar of events including the Sydney FC vs Newcastle Jets on September 20 and the VFL Grand Final on Blue Friday, September 25.

The campaign slogan of "Men Facing Up To Cancer" will be brought to life during September by men, women and children painting their faces blue and sending them in to the website in the lead-up to Blue Friday. Famous faces also getting blue for the campaign include:

- Mark Holden, Australian singer, producer, songwriter and television personality
- Rodger Corser, Acclaimed Australian actor currently starring in the TV series Rush
- John Aloisi, Sydney FC and Australia striker
- Luke Jacobz, Home and Away star
- Michael Kasprowicz, Former Australian and Queensland Test cricketer

The public are encouraged to collect face painting kits from outlets across Australia and get involved in the campaign to face up to cancer in men. There will also be 'blue people' taking to the streets of Melbourne on Mondays starting September 14 to hand out flyers and face painting kits – giving new meaning to the term 'Blue Mondays'.

Fact sheets, information and competitions for great prizes can be found at blueseptember.org.

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