



Media Release

Corporate partnership exceeds target to raise funds for world-class cancer research

August 2, 2016: National textiles supplier, Ricky Richards, is paving the way to a future where melanoma can be cured through its corporate social responsibility initiative.

Ricky Richards has exceeded their own partnership target of \$100,000 by raising \$102,668 in the first year of their support for the world's largest melanoma research and treatment facility.

On July 1 2015, Ricky Richards commenced their partnership with MIA by donating a percentage of sales from various sun protection product lines directly to the Institute's research and education programs. With so many Australian lives affected each year, Ricky Richards wanted to give back to a community that has supported the growth of this Australian owned, family company.

The corporate partner chose to invest in Melanoma Institute Australia by funding a fellowship. Ricky Richards Director, Ron Gottlieb said the fit for the partnership between Ricky Richards and Melanoma Institute Australia made a lot of sense. "With a large part of our business involved in the promotion of high quality sun protection products it seemed logical to us to support the wonderful work of Melanoma Institute Australia".

CEO of Melanoma Institute Australia, Carole Renouf, applauds Ricky Richards for their commitment to fund the fellowship position. She says "there is still so much we don't know about melanoma and it affects so many Australians."

"The ongoing support and generosity of our corporate partners is crucial to our goal of a future where there will be no more death from melanoma."

"This is a disease that can often, but not always, be prevented. One in 14 Australian men and one in 24 Australian women are likely to be affected at some point in their lives. Melanoma will touch us all."

"People reduce their risks, at the individual level, by being sun-smart but, as a community, we must invest in research into treatment and early detection. Research including fellowship positions like the one funded by Ricky Richards is the only way we can address all of the questions posed by melanoma," Renouf concludes.

About Melanoma Institute Australia

Melanoma Institute Australia is a non-profit, non-government Australian organisation dedicated to preventing and curing melanoma by pioneering advances in research and treatment that are making a difference to the lives of patients today. Find out more at www.melanoma.org.au

Media: to arrange an interview contact Communications, Danielle Fischer Melanoma Institute Australia on

T + 61 2 9911 7276