



For Immediate Release

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AUSTRALIA'S "ERIN BROCKOVICH" PUTS HERSELF UP FOR AUCTION TO FUND A CURE FOR CANCER

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In 48 hours, Sydney entrepreneur and cancer survivor Angie Cleone is putting herself up for auction to launch her campaign **Event Buddies for a Cure**, established to raise money to fund cancer stem cell research.

Online bidding opens on eBay at 4 pm, Wednesday November 19, to win an exclusive harbour outing on a luxury sport cruiser with Ms. Cleone. The cruise alone is valued at \$5000 and is generously donated by the Sydney Boating Club. Bids close November 26.

Touted by friends and colleagues as 'Australia's Erin Brockovich', Cleone, who runs the entertainment and corporate networking agency Event Buddies Australia, decided to put herself up for auction as a way to challenge celebrities to do the same.

"I have become so passionate about cancer stem cell research. It looks like the best avenue to a cure and we can really make progress if we pull together.

I am publicly challenging all celebrities to follow suit and join with us to go up for auction, make some noise around the nation, have fun and connect with the community for a great cause. Just a few hours of a celebrity's time can raise significant money. It's a wonderful way for celebrities to give back to the community."

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Ms. Cleone lost her mother to breast cancer in 1983. She herself was diagnosed with the disease in 2006 and underwent chemotherapy, emerging from the experience with an all-consuming drive to do something to find a cure. Significantly she has chosen November 19, her birthday, to launch the auctions as a gift to herself and life after cancer.

Graced with good looks and a vivacious and unrelenting spirit, people who have met her are often reminded of Erin Brockovich, crusading relentlessly for her cause.

Cleone has established Event Buddies for a Cure to run celebrity auctions and challenges to raise money specifically for cancer stem cell research. She wants to put the money directly into labs and to local institutions that are researching these cells.

Her goal is to raise one million dollars in the first year, whilst providing Australians a celebrity experience and a whole lot of fun.

“We want people to get involved by bidding for time with their favourite celebrity, or challenging them to demonstrate their support for this research. We’re all in this together.”

Details can be found on the Event Buddies website at www.eventbuddies.com.au in the Event Buddies For A Cure section.

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For further information or to schedule an interview, contact Mickael Penvern on 02 9460 0699 or 0410 179 352, or email mickael@eventbuddies.com.au

