

Friday 25 September 2020
Media Release

Cumbalum breast cancer survivor breaks down when discovering \$250,000 win!

- A Cumbalum breast cancer survivor says she purchased tickets in the Play for Purpose raffle to support Dragons Abreast, but never expected to win the first prize of \$250,000.
- The Northern Rivers woman won the first prize of \$250,000 worth of gold bullion in the most recent Play For Purpose raffle and can't wait to use her prize to buy her dream home.
- The Cumbalum woman, who wishes to remain anonymous, purchased five tickets in support of Dragons Abreast online at playforpurpose.com.au/dragons-abreast – The Sports and Charity Raffle.
- The winner has paddled for a Dragons Abreast boating group for seven years after completing cancer treatment.
- Dragons Abreast Australia is raising funds to help keep dragon boats afloat for breast cancer survivors. Paddling has significant physical, emotional and social benefits for those who have had a breast cancer diagnosis.

A Cumbalum breast cancer survivor says she purchased tickets in the Play for Purpose raffle to support Dragons Abreast, but never expected to win the first prize of \$250,000.

The Northern Rivers woman won the first prize of \$250,000 worth of gold bullion in the most recent Play For Purpose raffle draw 08, drawn 24 September 2020.

With Play For Purpose, every ticket gives entrants the chance to win awesome prizes, all while supporting a cause of their choice.

The woman broke down into happy tears when an official from Play for Purpose called to break the exciting news.

"You're joking? You must be joking?" she questioned.

"Oh my god! Oh my god!"

"Holy! This is insane! I don't know what to say."

"I am sorry I didn't answer earlier. I was actually fundraising for breast cancer when you called."

"This is just awesome. You couldn't wipe the smile off my face!"



"I will definitely be celebrating tonight! I'm taking my partner out to dinner, and we're having a nice bottle of champagne."

The thrilled winner is a Dragons Abreast gold medal winner and has been paddling for seven years.

The New South Wales woman bought Play For Purpose tickets in support of the charity, which has made a huge impact on her own breast cancer recovery.

"I like purchasing Play for Purpose tickets because it's a good way to give back," she explained

"I am just happy to support the charity; it wasn't even about the prize.

"I am also a breast cancer survivor, so it really means a lot to me.

"My doctor recommended I join Dragons Abreast for the physical benefits, but I've also formed invaluable friendships with women who really understood what I was going through after my cancer.

"I am so glad that Dragons Abreast Australia will also receive a bonus \$5,000 payment all because I chose them. That's just excellent, and they really need the funds right now."

When asked how she planned to enjoy her prize, the overjoyed woman said she had one thing in mind.

"I am going to sell my property and get myself a nice place in an area I've dreamed about living in for 25 years now. I just have never had the money to move there" she shared.

"This will mean I can get my dream home, where I've always wanted."

Dragons Abreast Australia Chairperson Mabel Sansom said she was thrilled to know a long time paddler had won the first prize.

"I can't put into words how much being part of Play For Purpose and the first prize bonus of \$5,000 means to us. Every dollar raised towards Dragons Abreast through the raffle helps the social and physical wellbeing of someone impacted by breast cancer," she said.

"It's especially relevant right now, when our paddling community, like everyone, are feeling the impacts of the pandemic. The funds raised through the raffle will go on to establish new groups and maintain our existing ones."





One thousand tickets sold through Play for Purpose would fundraise enough to establish a Dragons Abreast Australia group in a new location for the social, physical and emotional benefits following a breast cancer diagnosis.

The Cumbalum woman, who wishes to remain anonymous, purchased five tickets in support of Dragons Abreast online at playforpurpose.com.au – The Sports and Charity Raffle.

Other major prize-winners were from across Australia, including Adaminaby, Walkerston, Wondall and Benaraby, who won second, third, fourth and prize packages in support of Love your Sister, RACQ CQ Rescue, RACQ Capricorn Helicopter Rescue and RACQ Lifeflight Rescue.

The next Play For Purpose raffle is open. Go to to playforpurpose.com.au/dragons-abreast

About Play For Purpose

Founded in 2018, Play For Purpose is an online 100% not-for-profit raffle that helps to raise funds for charities and grassroot sporting clubs in Aussie communities.

Every raffle gives you the chance to win hundreds of prizes valued at \$300,000 - including a top prize worth \$250,000! Tickets are limited with only 150,000 available every raffle.

Since 2018, Play For Purpose has raised over \$2.5 Million for charitable causes and made over 40,000 winners.

We make a difference, not a profit. A minimum of 50% of your ticket will directly support the Charity or Sporting Club that you choose, the other 50% from your ticket is used to fund prizes and help run the raffle.

As part of their charitable giving initiative, the Lott, the official home of Australian lotteries provides resources and financial support to every Play For Purpose raffle. This reduces admin fees and means more money from every ticket goes directly to a good cause. Play For Purpose couldn't operate without support from The Lott.

Play For Purpose is officially operated by the 50 50 Foundation. The 50-50 Foundation is an ACNC registered charity that has operated more than 300 charity raffles and raised funds for more than 300 charities and sports foundations since 2012.

To find out more about Play For Purpose visit www.playforpurpose.com.au





Ends

For more information, please contact:

Ally Ramsamy
Play for Purpose
Public Relations and Communications
Coordinator
07 3435 4464
Ally.ramsamy@tabcorp.com.au

Bronwyn Spencer
Play for Purpose
Senior Public Relations Executive
0457 731 671
bronwyn.spencer@tabcorp.com.au

