



## **Media Release**

*For immediate release*

### **Local Breast Cancer Patients In The Pink**

A rehabilitation and exercise programme designed specifically for women with breast cancer is going nationwide, with the support of the New Zealand Breast Cancer Foundation.

Set up by Auckland physiotherapist Lou James and breast physician Dr Sonja Freese, Pink Pilates blends clinical pilates, physiotherapy, massage, breathing techniques and exercise prescription.

The Pink Pilates Programme is now available for local women in **Invercargill, Dunedin, Queenstown, Timaru, Christchurch, Nelson, Wellington, Masterton, Palmerston North, New Plymouth, Gisborne, Hawkes Bay, Taupo, Rotorua, Tauranga, Hamilton, South Auckland, East and West Auckland, Central Auckland, Albany, Whangaparaoa and Whangarei.**

It has been fantastic to have the Breast Cancer Foundation coming on board and supporting it, taking it from an Auckland base to nationwide.

The Pink Pilates programme has been specifically designed to help women diagnosed with breast cancer regain their physical strength, improve their body confidence and incorporate exercise into their lifestyle. Breast cancer research has found that exercise can help boost the immune system, limit weight gain from chemotherapy, ease treatment side effects, and contribute to an improved quality of life.

Breast Surgeon and Chair of The New Zealand Breast Cancer Foundation's Medical Advisory Committee, Belinda Scott is the patron of the Pink Pilates programme and has been a strong advocate for making the programme available nationally. "As a breast surgeon, I see many women with breast cancer who feel the balance in their lives has changed. The diagnosis and treatment of breast cancer can be a long hard journey, which can be helped by programmes such as this. Pink Pilates is there to help women recover both physically and emotionally allowing them to regain a sense of control and improved well-being".



For more information about how you can access personalised pilates training, please visit [www.pinkpilates.co.nz](http://www.pinkpilates.co.nz) or call your local [Pink Pilates](#) provider between 9am and 4:30pm Monday to Friday.

ENDS

**For more information and a national list of Pink Pilates Clinics please contact:**

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**For more information about the programmes funded by the NZBCF please contact:**

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