

MEDIA release



The West Australian Digs Deep for Cancer Council

The West Australian, together with Caltex and The West Coast Eagles, raised over \$43,000 to support The Dig Deep Campaign.

Through a 12 week promotion commencing in June 2014 each customer that spent in excess of \$5.00 on Sunday in a Caltex store during the promotional period was asked if they would like a copy of *The Weekend West* included in their purchase.

For each copy supplied to the customers a donation was made by West Australian Newspapers towards the Dig Deep Campaign with the final beneficiaries being the Cancer Council of WA.

\$43,011 was raised and given to the Dig Deep Campaign. This amount made a significant contribution to the overall total for 2014 which was in excess of \$130,000.

Marketing Director of *The West Australian* Susan Parker said: "Through joint collaboration between West Australian Newspapers, Caltex and The West Coast Eagles a significant amount of money was raised for a very worthy cause, namely the Cancer Council WA"

The proceeds raised will help fund vital research into cancer.

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Start talking
The West Australian

