

Tomago Aluminium marked the start of October (Breast Cancer Awareness Month) by returning an anode hauler undergoing a scheduled refit to its fleet in hot pink rather than traditional yellow.

Prior to going back to work the hauler was parked in the Plant's main car park to draw the attention of all coming into work and raise the question about its transformation. This provided the perfect opportunity to create some awareness around breast cancer and the importance of early detection.

The site is male dominated with 1100 male workers to the 54 female, but for October the site has had a very pink hue. As well as starting the month with this massive pink vehicle greeting those starting work from 5:30 am onwards, all the women on site came to work donning pink clothes and wigs and were on hand to pass out information on breast screening as well as to sell breast cancer fundraising merchandise. The pink theme was also maintained with promotional handouts of pink wrapped chocolates, pink lady apples and pink capped bottled water.

This was followed up by breast cancer presentations to the site's female workforce by the Breast Cancer Foundation, along with provision of eco shopping bags, further female cancer related information and pink ribbon key rings.

As well as promoting breast cancer awareness to its employees and contractors, Tomago Aluminium generously donated to the foundation and was joined by a number of its onsite contractors in supporting this worthy cause.

This health promotion raised a great deal of interest and discussion and provided valuable information not just to the site's female workforce, but also provided a valuable take home message to the wives, partners and girlfriends of the site's male workforce.

Due to its large size and unique colour our hauler was featured in several local newspapers and as such took the message to the community at large as well. To make this promotion a long lasting one and keep this important health message in everyone's mind, the anode hauler is to be left pink when October is over, delivering its message as it continually drives around site.



