



Media Release
Wednesday, June 1, 2022

2022 MARK HUGHES FOUNDATION BEANIES GO ON SALE TODAY

**BUY NOW AT ALL LOWES AND SELECTED IGA STORES,
AND ONLINE AT MARKHUGHESFOUNDATION.COM.AU**

On the first day of winter, the Mark Hughes Foundation has signalled the start to its annual brain cancer funding campaign with the 2022 MHF Beanies going on sale today – Wednesday, June 1.

A first step on the road to the NRL's sixth Beanie for Brain Cancer Round, the sales will kick off a monumental fundraising journey that relies on the generosity of all Australians, to make a difference in the fight against brain cancer.

This year's campaign urges the public to become a "Beanieficiary" and help someone that will benefit from the purchase of an MHF beanie, whether that be today, tomorrow or generations to come.

Every cent raised from MHF beanie sales goes towards research programs which means better diagnostics, treatment options and ultimately a cure for brain cancer.

MHF is hoping to sell 175,000 beanies this year with the aim to raise \$3 million that will help establish a world leading team to solve brain cancer.

"The first day of winter has hit which is perfect timing to add a new beanie to the wardrobe. Every beanie sold truly makes a difference and they're a symbol of hope for anyone who has been affected by brain cancer." said MHF Founder, Mark Hughes.

"The past couple of years have thrown a lot at us all, but even during these tough times people continue to support each other. We're working hard at MHF to establish a world leading, talented team to improve the lives of brain cancer patients and are more determined than ever to find answers – and we need your help. Our hope and vision for the future is that no one will have to battle this insidious disease."

Beanies will be available online from all Lowes Australia stores, participating NSW/QLD/ACT IGA Australia stores or online at www.markhughesfoundation.com.au.

Brain Cancer Statistics

- Survival rates have increased by 1% over the last 30 years
- Kills more children than any other disease
- Only 2/10 people diagnosed will live more than 5 years

- Kills more people under 40 than any other cancer
- Receives less than 5% of federal funding for cancer research
- One person every 5 hours is diagnosed in Australia

[Press Images available here](#)

[Click here to purchase an MHF Beanie or Register for a Fundraiser](#)

About MHF

Mark Hughes, together with his wife Kirralee, formed the MHF in 2014 after his high-grade brain cancer diagnosis in order to raise funds and help find a cure for this disease.

For more information visit our website markhughesfoundation.com.au or contact:

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#MHFBeanie



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