

## Canberra Business Twitters US\$1,000 for Breast Cancer

Canberra-based software company Admin Bandit has won US\$1,000 on Twitter for Bosom Buddies, a local volunteer group that supports women living with breast cancer.

Director Nerida Gill secured the donation on the popular social networking site by entering a competition run by Kayako, an international provider of online support desk software, which invited entrants to nominate a charity to receive a funding boost.

"A number of friends and family have suffered from breast cancer, so this cause is close to my heart," Gill says. "Bosom Buddies provides vital aftercare for women who have undergone painful treatment for a disease that is frightening and often makes them question who they are as women."

As a provider of accounting software to volunteer treasurers in community groups and a user of Kayako, Gill is also pleased to have won funding for an organisation staffed completely by volunteers. "Everyone at Bosom Buddies gives their time and energy simply because they care," she says. "This kind of selfless giving is the backbone of our communities."

Bosom Buddies is delighted with the unexpected windfall: "Nerida's donation is like a rainbow delivering a pot of gold," says Marilyn Brookes, chair of the organisation's breast awareness education subcommittee. "We raise all our own funds, which is time-consuming and hard work."

Brookes says the gift will be used to provide a range of support for those experiencing breast cancer, as well as their families and supporters, including: education materials, 24-hour telephone support, a one-on-one buddy system, hospital visits, and practical surgery aftercare in the form of soft prostheses and cotton shoulder bags to hold post-surgery tubes.

Kayako Chief Operating Officer Ryan M Lederman is also pleased to assist such a strong initiative. "We're glad Admin Bandit chose to donate their US\$1,000 to Bosom Buddies," he says. "Breast cancer is a very important problem facing the world today."

Lederman adds that Twitter was the perfect forum for hosting the competition. "Social networking is hot right now," he says. "We believe in building relationships that last a lifetime and we want people to know they're our highest priority. Twitter is one of the best ways we know to do that."

**Nerida Gill and Marilyn Brookes are both available for interview and photos.**

**Nerida Gill, Admin Bandit, 0412226753 (m), 61760030 (w),  
[nerida@adminbandit.com.au](mailto:nerida@adminbandit.com.au)**

**Marilyn Brookes, Bosom Buddies, 0424986801 (m), 6242 4578 (h),  
[Marilyn.Brookes@bigpond.com](mailto:Marilyn.Brookes@bigpond.com)**

