



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA Australia unveils Costumes for the Cause for Mother's Day Classic

Melbourne, 22 May 2026 – AIA Australia has launched Costumes for the Cause for the Mother's Day Classic, inspired by a simple truth at the heart of the event: people do not just dress up for fun, they dress up for someone.

For years, friends, families and teams have arrived in coordinated looks, handmade tributes and deeply personal costumes that honour loved ones impacted by breast and ovarian cancer. What may look playful from afar is often something much more meaningful up close: memory, advocacy and love worn out loud.

The Mother's Day Classic plays a vital role in raising awareness, funding critical research, and uniting people with a shared purpose to help stop breast and ovarian cancers in their tracks.

As a life and health insurer, AIA Australia understands the profound physical, emotional and financial toll these cancers can have on women and their families. This understanding underpins AIA's long-standing support of the event, having partnered with the Mother's Day Classic for the past nine years, with 2026 marking its second consecutive year as Principal Partner of the iconic event.

Costumes for the Cause brings together five members of the Mother's Day Classic community with costume creators, artists and sustainable fashion designers from across Australia to co-create bespoke pieces inspired by their lives, memories and reasons for showing up. Each collaboration was shaped through story-sharing, fittings and creative exchange, turning treasured objects, personal mottos and family stories into wearable works made with real care.

- Instagram craft sensation Rachel Burke, created a tinsel-constructed French Musketeer-inspired look for Mornington local and Mother's Day Classic community member Renee Bradshaw and her aptly named team, The Breastateers, complete with their team motto, "All for one and one for a cure."
- TikTok sustainable fashion creator Shannon Ashley drew on the objects and symbols that still connect Mother's Day Classic community member Bella Polazzon to her mum Linda – from marmalade jars and teal tones to Wonder Woman references and a scarf designed to be worn beyond the day itself.
- Melbourne artist Darren Partington chose to create and wear his own piece, honouring his late mum, Inga, through a suit detailed with lavender and roses rich with memory and meaning.
- Melbourne artist Bryn Meredith created a showstopping gown for Mother's Day Classic community member Gina McLean, inspired by her fundraising group, The Pink Lady Bugs.
- And crochet artist Phil Ferguson created a cape and crown for community member Juliet, built around the line that has carried so much of her spirit: "Cancer Chose the Wrong Princess!" Juliet, a craft-lover herself, added her own crotchet touches alongside Phil to co-create the final cape, she styled and wore proudly on the day.



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From first sketches to finish line hugs, the initiative follows the full journey through the eyes of the people making the work and the people wearing it. It captures the friendship, trust and creative exchange that grows along the way – from early conversations and fittings through to reveal moments and event-day storytelling –with content living across AIA Australia and Mother’s Day Classic channels, as well as through the creators’ own communities.

For AIA Australia, the initiative offers a more participatory expression of its partnership with the Mother’s Day Classic– one that moves beyond sponsorship visibility and into culture, craft and community connection.

AIA Australia CEO Damien Mu said, “Supporting initiatives like the Mother’s Day Classic is a natural extension of AIA’s purpose to help Australians live healthier, longer, better lives.

“The process of bringing Costumes for the Cause to life this year has been incredibly rewarding. This initiative celebrates the participants who show courage and resilience and get involved, helping to raise awareness, fundraise and strengthen the Mother’s Day Classic community. We hope the costumes bring smiles on the day and continue to champion this important cause well beyond the event.”

Zara Lawless, CEO and Director of the Mother’s Day Classic Foundation said “The Mother’s Day Classic is a day when communities across Australia unite in support of those impacted by breast or ovarian cancer. It is a day where remembrance and resilience sit alongside hope, joy, colour and connection. AIA’s Costumes for a Cause captured the spirit of the MDC community so beautifully, reflecting the creativity, love and thought that goes into the thousands of costumes and T shirts worn on the day. It’s more than dressing up, it’s a powerful expression of unity, support and hope.”

Phoebe Sloane, Creative Director at Bullfrog said, “What gives this works its emotional strength is the spirit in which it has been made. Rather than placing an idea into the event, Costumes for the Cause has been built from within it, through collaboration, listening and genuine respect for the stories already living inside the Mother’s Day Classic community.”

The campaign can be viewed on AIA Australia’s Instagram @aiavitalityaus.

Ends

AIA Australia

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Mother’s Day Classic

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Bullfrog

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Amanda Nicoll, Business Partner
Phoebe Sloane, Creative Director
Mike Ronkoske, Chief Strategy Officer
Tim Shelley, Chief Design & Experience Officer
Madison Barnao, Business Executive
Alex Roby, Senior Designer
Bryony Platings, Art Director
Amanda McKenna, Wardrobe, Interiors + Prop Stylist
Joyce Ying, HMUA

Eric, Tom & Bruce

Victoria Conners, Founder & Managing Director
Hossein Khodabandehloo, Director & Cinematographer
Lauren Burgueno, Head of Production
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About AIA Australia

AIA Australia is a leading life insurance specialist with over 50 years' experience and a purpose to make a difference in people's lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, Commlnsure Life was integrated into AIA Australia. The lives of more than 3.1 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.



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In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia is proud to have become a participant of the UN Global Compact in 2025, joining other like-minded organisations who are committed to supporting the sustainable development goals and ensuring a healthier, happier future for all.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2024, 2023, 2022), GoodCompany Award – Top 40 (2024), Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at www.aia.com.au.

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