

Breast health drive gets Will-power

by Katherine Irvine

Classical crossover singer Will Martin has joined forces with marathon runner Allison Roe to promote a new foundation aimed at raising awareness of breast health.

The multi-platinum-selling artist is back in New Zealand to promote his latest album, *Inspirations*.

Roe thought it was the perfect time to approach the 26-year-old to be an ambassador for the Breast Health Foundation, the charity she has spent the past two years helping to get off the ground.

"I was delighted when Will

agreed to be an ambassador. He'll be able to use his Will-power."

The two friends are passionate about the cause, which aims to educate women to lead healthy lives.

"The reason why Ali and I clicked is that the focus is on trying to inspire," said Martin.

The former Takapuna Grammar student, who signed a \$5 million deal with Universal Music in 2007, splits his time between New Zealand and London.

His latest album is a collection of songs from Elton John, U2 and Crowded House. One dollar from every album sold before Christmas

will be donated to the trust.

Roe, 53, has been involved in breast cancer charities throughout her career.

"Through research we have found there are around 95 environmental factors that relate to breast cancer," she said.

"Today, one in eight or nine women are affected. In the 1920s it was one in 50. It would be nice to discover why."

Roe was inspired to take part in the foundation after she saw the family of a friend and fellow-athlete crumble under the pressure the disease caused.

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