

Australian Grand Prix Corporation Media Release



Friday 20 November, 2009

Caring for kids at the 2010 FORMULA 1 Australian Grand Prix

The Alannah and Madeline Foundation has been named as the official charity of the 2010 FORMULA 1 Australian Grand Prix.

The Alannah and Madeline Foundation is a national charity which works to protect children from violence and its devastating impact.

The Foundation was set up in memory of Alannah and Madeline Mikac, aged 6 and 3, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on April 28, 1996.

Her Royal Highness Crown Princess Mary of Denmark represents the Foundation as their International Patron, working to raise awareness for children who experience or witness serious violence.

Australian Grand Prix Corporation Chief Executive Officer, Drew Ward, said he is delighted to have The Alannah and Madeline Foundation as the official charity for 2010.

"We are very pleased to be able to provide fundraising opportunities to such a worthy cause as The Alannah and Madeline Foundation," he said.

The Foundation will receive the proceeds from the Official Grand Prix Ball auction, to be held at Crown Palladium on Friday 26 March, 2010.

The Alannah and Madeline Foundation Chief Executive Officer, Dr Judith Slocombe, said, "We are very excited to be the official charity of the 2010 FORMULA 1 Australian Grand Prix. Funds raised through this partnership will assist us in continuing to deliver important programs to keep children safe from violence."

As part of the partnership the Australian Grand Prix Corporation is also supporting the Foundation's annual Starry Starry Night event, to be held this Saturday 21 November, 2009.

The 2010 FORMULA 1 Australian Grand Prix • Albert Park • 25 - 28 March

For bookings or more information, visit www.grandprix.com.au or call Ticketek on 131 931.

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Media Contact:

Jennifer Lambert
Media contact
+61 3 9258 7100 or +61 401 644 061
jennifer.lambert@grandprix.com.au