

Media release

11 October 2011



International Patron, HRH Crown Princess Mary of Denmark, to attend The Alannah and Madeline Foundation's eSmart luncheon to help keep kids safe online

Saturday, 26 November 2011

The Alannah and Madeline Foundation, a national charity protecting children from violence, today announced their International Patron, Her Royal Highness Crown Princess Mary of Denmark, and HRH Crown Prince Frederik are confirmed to attend an eSmart luncheon in Melbourne on Saturday, 26 November.

Key business leaders and philanthropists from around the country will join the royal couple for this significant event to discuss cybersafety and young people in Australia. The luncheon will highlight the issue of cyberbullying and bullying, showcase how the Foundation's eSmart system is helping Australian schools to manage cybersafety, and introduce eSmart's exciting next phase.

HRH Crown Princess Mary of Denmark said, "The Alannah and Madeline Foundation's eSmart system is a considerable step forward in keeping children safe online. We look forward to attending the luncheon to learn more about the Foundation's vision for this important and world-leading system."

CEO of The Alannah and Madeline Foundation, Dr Judith Slocombe, said the charity is delighted Their Royal Highnesses will attend two official functions, including Starry Starry Night, in support of the Foundation.

"We are extremely honoured that the Crown Prince and Crown Princess are attending two very special events on behalf of The Alannah and Madeline Foundation to help raise awareness of our important work keeping children safe from violence," Dr Slocombe said.

"In her role as International Patron, the Crown Princess was instrumental in helping to gain initial support for eSmart during her visit to Australia in 2008. With funding from the Commonwealth Department of Education, Employment and Workplace Relations, we were able to pilot eSmart in 159 schools in 2010."

"In June this year, we launched the national roll out of eSmart to schools across Australia. The system is helping thousands of young people across Australia to be smart, safe and responsible online."

The Foundation is working with the Victorian Government as part of its \$10.5 million Stamp Out Bullying program to progressively roll out eSmart to all government schools over the next four years. The Foundation is also partnering with the Queensland Government to introduce eSmart in all Queensland state schools.

Dr Slocombe said the luncheon will provide an update on eSmart's progress since 2008, and introduce the Foundation's vision to take the system beyond the schoolyard and into the broader community.

"Disadvantaged children and those who are disengaged from school, often rely on community hubs, such as libraries, to access technology. Our vision is to develop eSmart libraries to help young people to develop the skills to become smarter online and use technology responsibly."

Further details on the luncheon, including the time, location and guest list, will be available closer to the date.

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Media enquiries regarding Her Royal Highness Crown Princess Mary of Denmark's attendance at the Luncheon and Starry Starry Night can be directed to: Jodie Artis, Progressive PR & Publicity on (03) 9696 6417 / 0414 699 186 or jodie@progressivepr.com.au

General media enquiries about Starry Starry Night can be directed to: Leilani Abels, Thrive PR, on 0417 171 843 or Leilani@thrivepr.com.au

About The Alannah and Madeline Foundation: The Alannah and Madeline Foundation is a national charity protecting children from violence and its devastating impact. The Foundation was established 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 28 April 1996. The Foundation cares for children who have experienced or witnessed violence, and runs programs that help to prevent violence in the lives of children. Our vision is that every child will live in a safe and supportive environment. For more information visit: www.amf.org.au or call 1300 720 747.

All media seeking to cover the eSmart Luncheon or the red carpet at Starry Starry Night, must register at: <http://progressivepr.com.au/media-instructions/> Login: progr
Media releases, backgrounders, fact sheets, images will also be available at this website.