



MEDIA ALERT

25 March 2010

Race-goers support an important cause to keep children safe from violence

The Alannah and Madeline Foundation is proud to be the official charity of the 2010 FORMULA 1 Australian Grand Prix.

A national charity protecting children from violence and its devastating effects, 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 in 1996.

The Alannah and Madeline Foundation cares for children who have experienced or witnessed serious violence, runs programs which help prevent violence in the lives of children and advocates for the rights of children.

Violence against children is a significant problem for Australia. Shockingly, over 30,000 children are abused or neglected each year and one child every two weeks dies a violent death. These are terrible statistics and reinforce the importance of the work of The Alannah and Madeline Foundation.

The Foundation is delighted this high-profile sporting event provides the opportunity to raise awareness and funds. A Foundation marquee is set up on Centre Oval where kids can have their faces painted between 11am and 4pm daily, and meet Buddy Bear—a giant fun-loving and caring purple bear. Race-goers can also purchase at the marquee, or from volunteers dressed in purple: a radio to tune in to GP radio, a Headsox, friendship bands, lapel pins or a red reusable Target bag. All money raised will support the Foundation keep children safe from violence.

Photograph and interview opportunity

WHEN: 11am Saturday 27 March and 10:45am Sunday 28 March

WHERE: Gate 1, 2010 FORMULA 1 Australian Grand Prix.

PIC OPP: Dr Judith Slocombe, CEO, The Alannah and Madeline Foundation (Saturday)
Ambassador, Robert 'Dipper' DiPierdomenico and mascot Buddy Bear (Sunday)

INTERVIEW OPP:
Dr Judith Slocombe, CEO, The Alannah and Madeline Foundation (Saturday)
Ambassador, Robert 'Dipper' DiPierdomenico

MEDIA CONTACT:
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