

Media release

18 Nov 2011

International Patron, HRH the Crown Princess Mary of Denmark, to visit Broadmeadows for The Alannah and Madeline Foundation's eSmart system

The International Patron of The Alannah and Madeline Foundation, HRH the Crown Princess of Denmark and HRH the Crown Prince of Denmark are confirmed to visit Broadmeadows on Saturday 26 November as part of their official visit to Victoria.

Key business leaders and philanthropists from around the country will attend the eSmart Luncheon with The Crown Prince Couple at a private luncheon to discuss cybersafety affecting young people in Australia.

The luncheon will highlight the issue of cyberbullying and bullying, showcase how the Foundation's eSmart system is helping thousands of young people across Australia to be smart, safe and responsible online.

In June this year, the Foundation launched the national roll out of eSmart to schools across Australia. This includes working with the Victorian Government to progressively roll out eSmart to all government schools over the next four years. The Foundation now wants to take the eSmart system beyond the schoolyard and into the broader community and help disadvantaged children who often rely on libraries and community hubs to access technology.

eSmart Luncheon media photo opportunity

HRH the Crown Princess will provide a speech and photograph opportunity prior to the eSmart Luncheon.

Media arrival: 11.15am
Date: Saturday 26th November 2011
Location: Hume Global Learning Centre, 1093 Pascoe Vale Road
Broadmeadows Victoria 3047
Directions: Melways reference – Map 6 G8/H8

Media inquiries: Progressive PR Jodie Artis on (03) 9696 6417 or (0414) 699 186

The eSmart Luncheon event media releases, backgrounders, fact sheets, images will be available from Progressive PR website. <http://progressivepr.com.au/media-instructions/>
Login: progpr

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.