



February, 2018

Reach out a helping hand for sick kids

MEDIA CALL

10.45am, Thursday 1 March,
Taronga Western Plains Zoo
(Details below)

No matter how near or far, when sick kids need a helping hand, they turn to The Children's Hospital at Westmead. They rely on doctors for treatment, nurses for care and researchers for answers.

This **Thursday, 1 March**, The Children's Hospital at Westmead will be asking the regional community to reach out a helping hand, when the Bandaged Bear Appeal is officially launched at Taronga Western Plains Zoo.

The Appeal will be launched at **11am** by eight-year-old Dubbo resident, Riley Brennan. Riley is one of thousands of children from regional NSW who rely on the Hospital for specialised care every year.

Born with Cystic Fibrosis, Riley and his family have been making the twelve hour round trip to the Hospital every three months for treatment for the last eight years. The lifelong disease, which causes serious damage to the lungs and digestive system, currently has no cure but ongoing treatment has helped to keep Riley healthy and well.

The morning will also include a visit from the iconic Bandaged Bear as well as a special guest appearance by Australian country music icon, Adam Brand.

Running throughout March, the Bandaged Bear Appeal will aim to raise \$1 million to go towards lifesaving equipment, research into childhood diseases and the delivery of world class services to help ensure children and young people, like Riley, can live their healthiest lives.

To support the Bandaged Bear Appeal and make a difference #forsickkids like Riley, the community can:

- Purchase Bandaged Bear Appeal merchandise
- Make a donation by calling 1800 770 122 or online at www.bandagedbear.org.au
- Register to hold a fundraising event at school, in the community or at work.
- Order merchandise to sell at school, work or to friends and family
- Become a corporate partner

For more ways to support the Bandaged Bear Appeal or to donate online, visit www.bandagedbear.org.au.

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MEDIA CALL

Media are invited to attend the launch of the Bandaged Bear Appeal.

When: Thursday, 1 March
Time: 10.45am arrival for an 11am start
Where: Taronga Western Plains Zoo (Giraffe Enclosure)
Who: 8yo Riley Brennan and family, Mr Mark Stewart, Head of Fundraising at The Children's Hospital at Westmead, Mr Adam Brand, country music singer

Media will be escorted from the front entrance by Taronga Western Plains Zoo staff.