



Post Event Media Release

April, 2009

Strong community support for Lions Biggest BBQ

The [insert club name] Club held the annual Lions Biggest BBQ event on [insert date] April 2009, with strong support from the local community at [insert location].

Many of the 1,400 Lions Australia Clubs across the country and their communities, participated in this annual event that raises funds for Children's Cancer Institute Australia (CCIA). The [insert club name] Club raised \$XXX for CCIA for medical research into the causes, prevention and cure of childhood cancer.

"Every year I am overwhelmed by the efforts our members put into their local events. I congratulate all the Lions Australia Clubs and their local communities for their generous donations and continued support of this worthy initiative," said Jim Ede, Chairman, Lions Cord Blood and Childhood Cancer Research Appeal Committee.

All proceeds raised by Clubs nationwide by the Lions Biggest BBQ, will be donated to CCIA for medical research. Since 1996, Lions Australia has donated over \$3.7 million to CCIA to help fight childhood cancer.

"On behalf of the Institute I would like to acknowledge the tremendous effort made by Lions Australia through their numerous fundraising activities and projects, especially the Lions Biggest BBQ. These funds allow CCIA to make significant progress towards improving the treatment of childhood cancer. We are grateful to each Lions Australia member who helped and every supporter who attended a barbecue," said Leah Harapa, Community Events Executive, Children's Cancer Institute Australia.

Approximately 150 children a year in Australia will not survive childhood cancer. Lions Australia encourages the community to give generously to support medical research to find a cure for childhood cancer. To make a donation, please ring 1800 685 686 or visit www.ccia.org.au.

ENDS

To find out about the Lions/Lioness/Leo Club of [insert Club name] and their local projects, please contact:

[Insert name of Club]

Lions/Lioness/leo Club of [insert Club name]

(P) XX XXXX XXXX

(F) XX XXXX XXXX

(E) XXXXX@ XXXXXX.com.au

About Lions Australia

Lions Australia is one of Australia's largest service organisations with almost 30,000 members and 1,400 clubs across Australia. Lions Australia raises over \$20 million per annum to assist in community and health projects, and funding for Lions foundations and programs. For more information on Lions Australia, please visit www.lionsclubs.org.au

About Lions Biggest BBQ

Lions Biggest BBQ is an annual fundraising event undertaken by many of the 1,400 Lions Clubs across the country. To date, Lions Australia has raised over \$3.7 million for the Children's Cancer Institute of Australia (CCIA) through various fundraising activities such as the Lions Biggest BBQ. All funds raised go towards research into the causes and cures of childhood cancer in Australia.

About the Lions Cord Blood and Childhood Cancer Research Appeal

The Lions Cord Blood and Childhood Cancer Research Appeal began over ten years ago to support medical research into umbilical cord blood, a rich source of stem cells needed to replace blood cells that have been damaged by chemotherapy or radiotherapy. This research has been important in determining how blood stem cells change into leukaemic cells. Researchers hope to use this knowledge to develop improved treatments for childhood leukaemia and other cancers.

About the Children's Cancer Institute Australia

Children's Cancer Institute Australia (CCIA) is the only independent medical research institute devoted to finding the causes, preventions and possible cures of childhood cancer. The Institute's vision is *"to save the lives of all children with cancer and eliminate their suffering"* through world-class research. CCIA is linked to Sydney Children's Hospital and the University of New South Wales and collaborates with other research institutes and hospitals throughout Australia and around the world.

In Australia more children die from cancer than any other disease. Over 500 new cases are diagnosed each year and approximately 150 of these children will die. Prior to the 1960s, childhood cancers had an overall cure rate of less than 5% but today, the survival rate has risen to over 70%. However, it is the 30% of diagnosed children who do not survive that the Institute and Lions Australia, are dedicated to saving.