



Pre Event Media Release

March, 2009

Aussie 'Barbie' to Support Childhood Cancer Research

The 2009 Lions Biggest BBQ is in full swing, with well known Australian personality, David Koch, heading the annual Lions fundraising initiative for the fifth consecutive year.

"I am proud to be a part of the Lions Biggest BBQ again this year to encourage Australian communities to support the efforts of Lions Australia and Children's Cancer Institute Australia in working towards a brighter future for the children and their families affected by childhood cancer," said David Koch.

Many of the 1,400 Lions Australia clubs will hold barbeques during April to raise funds for medical research into the causes and prevention of, and to find a cure for, childhood cancer. Lions Australia has raised over \$3.7 million for childhood cancer research since 1996, because "*Lions believe that every child deserves the chance to grow up*".

"As one of Australia's largest service organisations, Lions Australia has made a firm commitment to assist in the search for a cure for childhood cancer. We are pleased to support Children's Cancer Institute Australia by encouraging our Clubs to be part of this annual event," said Jim Ede, Chairman, Lions Cord Blood and Childhood Cancer Research Appeal.

Lions Australia is pleased to announce the ongoing sponsorship of this event by **Barbeques Galore**.

"As Australia's largest outdoor leisure retailer, we take our commitment to the communities that we operate in, seriously. We are very pleased to support Lions Australia in their quest to raise funds for the CCIA through their Annual Lions Biggest BBQ event. Nobody knows barbeques like Barbeques Galore, so we see no better way to raise funds and get involved."

Details of the [insert club name] Lions Biggest BBQ:

Date: [insert date]
Time: [insert time]
Location: [insert location]

To make donations to contribute to medical research into childhood cancer, please ring 1 800 685 686.

ENDS

To find out what the Lions/Lioness/Leo Club of [insert club name] has planned for the Lions Biggest BBQ, please contact:

[Insert name of Lions Biggest BBQ Coordinator]

Lions/Lioness/Leo Club of [insert club name]

(P) XX XXXX XXXX

(F) XX XXXX XXXX

(E) XXXXX@ XXXXXX.com.au

Lions Biggest BBQ proudly supported by



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.

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.