



MEDIA ALERT

TUNE IN - NOT OUT

ALCOHOL & DRUG AWARENESS BY PODCAST

Lions and the Drug Education Network get serious on drugs

PIC OPP:

17 May 2008 – 9.30am

Darwin Entertainment Centre

The Esplanade

Lions Australia's flagship drug abuse prevention agency The Australian Lions Drug Awareness Foundation Inc (ALDAF) is backing the Drug Education Network's innovative podcasting program to the tune of \$250,000.

Tune In - Not Out delivers current, relevant and accessible alcohol and drug awareness information to young people in a way that is easy, accessible and private.

Lynsey Goulding from the Drug Education Network puts it this way:

"A lot of young people are really interested in getting information to help them make the right health choices – but they don't necessarily want to get it from their parents, teachers or doctors. It might not be cool to let your mates know that you want this sort of information either. So Tune In - Not Out delivers tunes, talk and video right to your iPod to listen to on the bus, train or chilling out at home."

The Australian Lions Drug Awareness Foundation has been delivering positive health information in schools for many years, and has bankrolled the project for one simple reason – it saves lives.

Executive Officer Rob Oerlemans asks:

"What is the cost to families, relationships and the health system for each person who gets deeply involved in alcohol and other drugs? There is a lot of hard work that goes into raising this sort of money by Lions everywhere, but if we can protect someone from ruining their life choices through drug use, we certainly want to give it our best shot!"

One of the really exciting features of the program is that it is created FOR and BY young people through podcast production workshops held at schools, TAFE's, colleges and community groups as well as through the online virtual production studio allowing young people across Australia to create their own media – music, voices and images to feature in a Tune In – Not Out podcast. Who knows if it might boost an electronic media career for an enterprising young person!

So when you see kids at the mall, plugged in to their ipods, maybe they're not tuning out – maybe they're tuned in to great information for a better life.

2000 Lions from around Australia will be in Darwin for their annual conference and Council Chairman Tony Benbow will launch the Tune In – Not Out project at the official opening.

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About Lions Australia

Lions Clubs International is the world's largest service organisation with 1.5 million members in 45,000 clubs in 200 countries. Lions Australia is one of Australia's largest service organisations with almost 28,000 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