



MEDIA RELEASE

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Australian Youth From Across the Nation; Answer the *CALL TO GREATNESS*

To Help Australia's Disadvantaged and Marginalised Youth

Today, founders of **CALL TO GREATNESS** (C2G) announced the roll out of the next stage of the national awareness and fundraising campaign with the C2G Travelling Anthem and **CALL TO GREATNESS DAY** to be held on Friday 23 April 2010.

Although details of the C2G Travelling Anthem which will be performed by some of Australia's biggest names in sport and entertainment are yet to be announced, organisers are tipping the C2G tour will be well received by Australia's youth who are keen to smash existing stereotypes by supporting C2G.

With young Australians around the country driving the C2G campaign aimed at helping many of Australia's disadvantaged and marginalized youth, C2G have received numerous requests to extend C2G until April 30, with many calling for a special day that will enable them to highlight the needs of young people in our community, and to conduct fundraising activities to support the campaign.

In 2010, on any given night some 34,000 Australians under the age of 18 will find themselves homeless. Kids and young adults will be bullied at school or feel the harsh reality of domestic violence. Many will be subjected to physical or sexual abuse and neglect, suffer trauma, depression, anxiety, guilt, shame, discrimination, loneliness, self doubt and purposelessness, and others will experience mental health problems that tragically can lead to suicidal thoughts.

In launching the inaugural national campaign to inspire young Australians (13-30 year-olds) to throw their collective weight of 4.5million young people behind a fundraising drive to help peers in need, and by asking them to put their hands in their pockets to give as little as \$5 to change a life, the organisers of the campaign had no idea the impact this call to greatness would have on young Australians.

The founder of this inspirational campaign, Carolyn Managh said, "While we were hoping to ignite the extraordinary energy of Australian youth, we could never have imagined the response we would get.

"Having often been referred to in the media as being the ME generation or, the 'selfish generation' it has been wonderful to see Gens X and Y collectively rise up against the stereotype and use their world of social networking for a good purpose. The 30,000 plus hits on the C2G video on You Tube is indication that these issues resonate and connect with this generation," Managh said.

With the support of business leaders Dr John Hewson, Stephen Loosley and Richard Gibbs and Australian greats from the NRL, AFL, NSW Swifts and some of Australia's best know cricketers, musicians and actors including Luke Jacobz, this campaign is being taken to the streets with people singing the C2G Travelling Anthem throughout the country to call on Australia's youth to reach out and connect with other young people faced with difficult times by donating just \$5.

“With the aim of raising millions of dollars to support the good work of organizations such as Father Chris Riley’s Youth off the Streets, KidsXpress Life, Musicians Making a Difference and ReachOut.com, the response to this call to action has been tremendous,” said Managh.

Father Chris Riley of Youth off the Streets said, “There is no doubt that Australian youth has greatness in them and we are seeing this reflected in the response to the **CALL TO GREATNESS** campaign with many Australians under the age of 30 taking up the challenge to be great and to help those in need.”

Just \$5 is not a lot of money, but if every young person were to make a donation, collectively they would be helping:

- Around 370,000 young Australians access online support for mental health problems including suicide prevention at ReachOut.com and,
- Fund KidsXpress unique support program that helps hundreds of kids annually who are being bullied at school, dealing with severe anxiety, facing the separation of parents, feeling the reality of domestic violence, receiving chemotherapy for cancer, watching their sibling or parent die, or being subjected to abuse & neglect and,
- Reach more than 14,000 young people nationally through Musician’s Making a Difference camps, workshops & mentoring programs that help young people to create long term change, to break negative cycles, learn appropriate behaviors, develop healthy relationships and become a part of a positive community and,
- Touch the lives of thousands of Australia’s most vulnerable young people through Youth off the Streets who provide food and shelter, help in finding crisis accommodation, access to education services and assistance that will have a positive impact on their health and welfare – and hopefully change their lives by giving them self esteem, education and inspiring career goals.

In the lead-up to national **CALL TO GREATNESS DAY**, Friday 23 April, young adults at universities and those who are in the workforce are leading the way through engaging mates and girlfriends through social networking mediums while secondary school students across Australia are keen to make a difference by holding mufti days and gathering students together to sing the C2G Anthem, originally performed by the C2G band (a collaboration of 31 musicians, actors and sports stars).

Anyone can help Australia’s young people by making a donation today at: calltogreatness.com.au

Go on, take up the CALL TO GREATNESS today – it only takes 5 bucks!

ENDS

Journalist Notes

Which Charities Will Benefit From CALL TO GREATNESS

Father Chris Riley’s Youth Off The Streets - working for young people who are chronically homeless, drug dependent and recovering from abuse to help turn around their lives

ReachOut.com – providing young people with the information, help, support, advice and connections they need to manage mental health difficulties such as stress, anxiety, bullying, suicide, depression and bipolar

KidsXpress Life – helping children who have faced loss and/or trauma in their lives to cope and believe in themselves again

Musicians Making A Difference - using music and dance to engage, educate and empower severely disadvantaged young people

What Is **CALL TO GREATNESS**

- To connect with such a vast and diverse audience, C2G has created an anthem, performed by the C2G band; a collaboration of 31 musicians, actors and sports people
- Almost everyone involved in the production of C2G, whether in front of the camera and microphone or behind the scenes is under 30 years, Australian and providing their support pro-bono
- The C2G music video and television ads were performed and filmed at Australian Institute of Music (AIM)
- The C2G television ads are edited versions of the music video, aired on free to air and music television channels during March and April in the lead up to Call to Greatness Day
- C2G is also exclusively supported by Nova radio stations. The music video, TV ads and various videos made by the C2G band members are all on www.calltogreatness.com.au
- C2G is the initiative of international brand marketer, Carolyn Managh. Managh was the Marketing Director at ninemsn until six months ago, when she moved full time into the Not-For-Profit sector. Previous to ninemsn, Managh was Brand Director at eBay.co.uk.
- Everyone involved in C2G is working pro-bono to contribute to the cause

What People Are Saying About **CALL TO GREATNESS**

“Young people have such a strong sense of social justice. They want to change the world, and believe they can. C2G gives them a movement that has the potential to do just that – to stand up and support their own. C2G leverages their peers, their media, their sense of equality and their popular culture. Plus, it’s an inspirational and innovative way to raise awareness of the charities that are doing such amazing work with and for the young generation.” **Carolyn Managh - Founder C2G**

“Being a part of the C2G band gave me the chance to be part of a world first. Each of us is committed to reaching the youth of Australia with this song and inspiring them to put their hand in their pocket and give just \$5 to help their own generation. Plus I’m a bit of a rocker deep down.” **Todd Carney - The Roosters (NRL)**

“The C2G anthem is a great way to encourage people to come on board and make a difference to people in need.” **Sarah McLeod - Singer**

“I’m really proud to be part of a movement where my generation is actively helping each other... bringing about a brighter future for Australia by believing in each other and that by working together we can really have a positive impact on others.” **Luke Jacobz - Actor**

Please contact Insight Communications for more information or to arrange an interview.

Clare Collins - Insight Communications
P: 02 9319 3844
M: 0414 821 957
E: clare@insightcommunications.net.au

Alice Collins - Insight Communications
P: 02 9319 3844
M: 0414 686 091
E: alice@insightcommunications.net.au

