

**MEDIA RELEASE: MONDAY 22 JUNE 2009**



**COUNTDOWN TO DRY JULY KICKED OFF AT PRINCE OF WALES HOSPITAL**

**DRY JULY - SUPPORTING CARE FOR CANCER PATIENTS THROUGHOUT NSW**

***10 drinking days to go before Dry July takes off!!***

Today, celebrities, doctors, nurses and cancer patients kicked off the countdown to July 1 when thousands of people throughout NSW will go 'Dry in July' to raise money to help cancer patients treated at Prince of Wales Hospital (POWH).

Those who helped kick start the countdown included Dry July Ambassadors: Adam Spencer, Tom Williams, Lindsay McDougall (aka The Doctor) Roy Billing and Tom O'Callaghan. Daniel Irvine, also a Dry Julyer and coach of the Rabbitohs Under 20's team, joined the launch with members of his team to show their support for the Hospital and encourage others to participate in Dry July.

Dry July, is the healthy, fun way to give your body a break from alcohol while raising vital funds to help cancer patients being treated by one of Australia's leading cancer treatment centres, the Prince of Wales Hospital (POWH), Randwick.

Dry July challenges people to commit to a self imposed 'one month prohibition' - one month without drinking alcohol while at the same time raising funds through sponsorship from family, friends, mates and colleagues with all donations directly impacting on the lives of people being treated for cancer in every state and territory across Australia.

Founded in 2008 by 'three-heavy-drinking-guys' who decided to pack in the grog for a month, get healthy and raise a few bucks to help cancer patients, with more than 1000 people signing up to go "Dry in July", the campaign generated a grand total of \$257,283 to aid cancer patients treated at Prince of Wales Hospital".

The Prince of Wales Hospital will once again be the beneficiary of the funds raised by Dry Julyers from NSW. The Hospital which treats 3000 cancer patients annually provides more than 40,000 cancer treatments each year for patients from all corners of NSW and interstate.

Leanne M Zalapa Chief Executive Officer of the Prince of Wales Hospital Foundation said, "Dry July is a fabulous way for us all to get healthy and at the same time, make a difference to cancer patients at POW Hospital. It will kick start our plans for a new cancer centre, help deliver an electronic medical record system for our cancer patients by installing this system we will be moving closer towards our goal of truly patient centred care; and through the Dreams 2 Live 4 program we will continue to provide special Dreams for our cancer patients.

In urging the community to become involved in Dry July Ms. Zalapa said, "It's a win, win situation! Do the DRY challenge for yourself whilst making a difference to patients with cancer, how often do you get to raise money for not doing something"

Phil Grove, one of the founders of Dry July said, "We were overwhelmed with the response to Dry July in 2008. People really got behind the concept of staying off the grog for a month and getting their mates on board to sponsor them so they could make a difference to people living with cancer."

Following the tremendous success of the inaugural Dry July, with the aim of raising funds to have an immediate and direct positive impact on people living with cancer, in 2009 Dry July is going national to benefit cancer patients treated by leading hospitals throughout the country.

Register for Dry July today, give your body a break from booze and help support NSW cancer patients treated at Prince of Wales Hospital. Do Dry July - log on to [www.dryjuly.com](http://www.dryjuly.com)

## HOW TO BECOME A DRY JULYER

1. **Commit to being 'Dry' throughout the month of July**
  - To make a difference to your health and to people living with cancer.
2. **Register**
  - Log on to <http://www.dryjuly.com> where you'll have your own Dry Julyer profile page.
3. **Tell your friends**
  - Send out an email, text message, Twitter it or log on to Facebook to tell all your friends that you are a Dry Julyer and ask them to sponsor your efforts.
4. **Like being part of a team?**
  - Get a bunch of friends to come on board or challenge your peers to a Dry July and go 'head-to-head' to see who can last the longest and raise the biggest bucks
5. **Want your efforts to raise big bucks?**
  - Talk to your boss and ask if your company will become a sponsor
6. **Need a night off for a special occasion?**
  - For a minimum donation of \$25.00 you can purchase a Golden Ticket online which is 'officially' endorsed by Dry July
7. **Celebrate your success with other Dry Julyers at the 'After Party'** - Details to be announced



Register for Dry July today - give your body a break from booze and help support NSW cancer patients treated at Prince of Wales Hospital. Do Dry July - log on to [www.dryjuly.com](http://www.dryjuly.com)

### Interview and photo opportunities include:

- Dry July Ambassadors: Adam Spencer Tom Williams, Lindsay McDougall (aka The Doctor) Roy Billing and Tom O'Callaghan.
- Dry July Supporters: Daniel Irvine of the Rabbitohs
- Ms. Leanne Zalapa – CEO POWHF
- Tina Clark POWHF Director and patient
- Tom O'Callaghan POWHF Chairman
- Phil Grove, Brett Macdonald, Kenny McGilvary – (Founders – Dry July)
- Professor Robyn Ward Professor of Medicine – Oncologist
- Professor Michael Friedlander - Oncologist
- Dr Michael Jackson radiation - Oncologist

## MEDIA ENQUIRIES

### To RSVP or to arrange an interview or photo opportunity, please contact:

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## **DRY JULY MEDIA KIT - JOURNALIST NOTES**

### **THE PRINCE OF WALES CANCER CENTRE – TO BENEFIT BY DRY JULY**

The Prince of Wales Hospital Cancer Centre treats 3000 cancer patients annually provides more than 40,000 cancer treatments each year for patients from all corners of NSW and interstate.

In NSW, one in two men and one in three women will develop cancer at some point in their life and one in four will die from cancer. Each year nearly 7,000 new cases of cancer are diagnosed in residents of the South East Area Illawarra Health Service and many of these individuals receive treatment on the Randwick campus at the Prince of Wales Hospital and the Royal Hospital for Women.

These two hospitals have a long tradition of delivering cancer care to the people of Sydney. Today we provide services across the full range, not only drug treatment, radiotherapy and surgery, but also a range of specialist services, including family cancer clinics, and care for adolescents and young adults with cancer.

We also work directly with the leading cancer researchers at the University of NSW and the Lowy Cancer Research Centre. The campus is now involved in the design and planning of a 5,000 square metre modern cancer treatment facility which will replace the 42 year old existing centre. This centre will deliver traditional cancer treatments as well as provide access to the latest research studies in an environment which is purpose built to support patients and their families. Dry July will help kick start this important project.

### **IMPROVING PATIENT CARE AND SERVICES**

By the end of 2009, POWH will be rolling out an electronic record system for all cancer patients who visit our centre. At the moment patients repeat the same information over and over again as their medical history does not accompany them through their cancer journey.

This means cancer patients who present to the emergency ward or a new department often need to repeat their medical history to a new group of doctors and nurses. In addition to the medical history, the new system will contain X-Rays and blood test results.

By installing this new system we will be moving closer towards our goal of a truly patient centred care.

## **PRINCE OF WALES HOSPITAL FOUNDATION**

### **Our Mission**

The Prince of Wales Hospital Foundation's (POWHF) mission is to promote the work of the Prince of Wales Hospital (POWH) and build healthier communities. By reaching out to our community and private partnerships, we aim to raise vital funds to ensure the continued development of research, education and special projects, which will provide integrated health care for the patients of the POWH.

### **Prince of Wales Hospital Foundation**

The Prince of Wales Hospital Foundation fosters strong links with the community, endeavouring to establish lasting relationships with individuals, industries and businesses, creating better hospital awareness. Every donation made to the POWH Foundation will make a difference to patient care and help to build healthier communities.

### **Prince of Wales Hospital**

The Prince of Wales Hospital (POWH) Randwick is dedicated to improving the quality of care for all patients in Sydney and regional NSW, and offers specialist treatments to interstate patients.

Since opening its doors in 1857 as a caring institution, its reputation has grown to become a leading treatment centre for adults and a major teaching hospital affiliated with the University of NSW. This strong affiliation assists the staff to provide excellence of care in conjunction with the commitment to clinical teaching and medical research.

A 500-bed tertiary referral institution, The POWH is a state-wide retrieval service for acute spinal, cancer and epilepsy patients. It also boasts a major neurosurgical and cardiac precinct, which is an Australian benchmark for cardiac care. It also houses a large radiation medical and surgical cancer precinct, a corrections health facility and a large aged care surgical precinct.

Each year more than 34,000 acute patients are admitted to the hospital, with staff caring for 36,000 overnight stays with an average stay of 4 days. About 44,000 patients are treated in its Emergency Department making it one of the busiest in NSW with the highest acuity level.

The POWH offers the most comprehensive program and full-spectrum care for hospitalised adults because every patient deserves the best.

### **Dreams 2 Live 4**

Dreams 2 Live 4 is a committee of the POWHF, which was developed to help our patients with metastatic cancer realise their dreams. Whether it is to meet someone special, go somewhere special or do something special we make his or her Dream come true. By assisting these patients achieve their dreams; we are giving them a focus and on living a positive healthy life.

## INTRODUCTION TO DRY JULY

**DRY JULY**<sup>®</sup>

Clear your head, make a difference<sup>®</sup>

[www.dryjuly.com](http://www.dryjuly.com)

Dry July was founded when three young, heavy drinking guys decided to pack in the grog for a month, get healthy and hopefully raise a few bucks for charity.

More than a quarter of a million dollars later the future of the annual abstinence month was cemented.

Phil, Brett and Kenny now spend their time encouraging individuals and groups to take part in the Dry July challenge to raise money for adult cancer patients.

Participants are doing more than supporting a good cause - they're challenging themselves, encouraging positive change, clearing their heads and getting healthy, the guys say. And they get to see the fruits of their labours straight away. Instead of the money raised by the non-for-profit organisation going to research projects, Dry July puts it all towards helping improve everyday conditions for people dealing with cancer.

### What does Dry July mean?

- The Dry July idea is simple; don't drink for the month of July and get people to sponsor you for putting yourself through the challenge.

### What does Dry July hope to achieve?

- The proceeds go towards directly benefiting the lives of **adults** living with cancer. Dry July also aims to make people more **aware** of their drinking habits while improving the conditions, treatment processes and support networks for adult cancer sufferers by providing real and **tangible** change.

### What makes Dry July different?

- Dry July takes a lighter-hearted approach to raising funds for a serious issue. You don't often get the chance to raise money for charity by not doing something!
- Everyone involved in Dry July enjoys a drink or two and we are not trying to create a nation of tee-totalers. The intention is to make Dry July a fundraising activity that puts people through a real challenge of will and habit.

### How can someone get involved?

- Everything is managed through the Dry July website – [www.dryjuly.com](http://www.dryjuly.com). From there you can register, make and receive donations, run your own profile page, create a group, go 'Head-to-Head' with a mate or colleague, see your national / state ranking, update your status and more.

### What is a Golden Ticket?

- A Golden Ticket allows a participant to drink alcohol on specified day in July, for when that special occasion absolutely demands it. Golden tickets have a minimum cost of \$25, but can be bought for more if the person buying it believes it is more valuable than that! Golden tickets can be purchased through the participant's profile page by either the Dry Julyer or a donator. Once purchased a golden ticket will be emailed to the lucky Dry Julyer.



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## Where does the money go?

NSW [Prince of Wales Hospital Foundation Dreams2Live4 Charity](#) – Sydney  
WA [Sir Charles Gairdner Hospital](#) – Perth  
SA [The Queen Elizabeth Hospital](#) – Adelaide  
QLD [The Mater Adult Hospital](#) – Brisbane  
ACT [The Canberra Hospital](#) – Canberra  
VIC [The Royal Melbourne Hospital](#) – Melbourne

## THE INSPIRATION BEHIND DRY JULY – MEET THE FOUNDERS

### Brett Macdonald

Brett is a freelance graphic designer based in Sydney and was behind the concept development and creation of the visual identity and web design for Dry July. In addition to his design passions, Brett enjoys skiing, football, surfing, music and of course his passion for growing Dry July where he enjoys the support of family and friends in making Dry July all it can be.

*“Having seen friends take a month off drinking in 2007, and after seeing the challenges they faced during that period, I realised the potential for the concept of Dry July as a fund raising opportunity on a greater scale.*

*On gaining great feedback and positive encouragement on the concept of Dry July, along with people very willing to get involved and assist in any way they could, it was evident we had the expertise to further pursue the potential of Dry July.*

*Having lost close family to cancer, I wanted to take the concept of Dry July further and devote funds raised to charity organisations that would directly benefit the lives of those living with cancer. My hope is that Dry July will make a difference and provide real-life experiences, hope, support, treatment, therapy, encouragement, prolonged life, lasting memories and fulfillment.”* Brett Macdonald.

### Phil Grove

Phil manages his own web development company in Sydney and is the man behind the Dry July website. When he's not at work or boring people to death about how great Dry July is, he can either be found in the pub or at a gig.

*“In December 2007, doctors discovered a carcinoid tumour completely blocking my left lung. I experienced a nightmare week awaiting test results indicating whether the tumour was benign or malignant. During this week I was in and out of hospital having tests and found both the staff and patients of the Prince Of Wales Hospital in Sydney inspirational. Luckily the tumour was benign and it was successfully removed but every year, for 1000's of other people, the news is not as good and they will be visiting the hospital on a regular basis for what could be the rest of their lives.*

*I decided after I came out of surgery that I should try and do something to help the people that have to spend the majority of their time in hospital... just something that will make their everyday lives a little easier to cope with... This was my motivation for creating Dry July.”* Phil Grove.

## **Kenny McGilvary**

Kenny is a communications specialist with extensive experience in both B2B and B2C technology, applications and services.

Outside work hours, Kenny's main interests include travel, playing or watching sport and listening to music.

*"I turned 30 in 2007. That involved a lot of partying. By the end of the month I had had my fill of drinking and was ready for a break so I decided it was time to go dry for a while. July was just around the corner so the date was set – and so the first step towards Dry July was taken.*

*The process of taking a month off the sauce was not an easy one. There were birthday parties, leaving parties, big sporting occasions and always a good reason for a libation or two. But with a bit of self-discipline I was still able to go out, have a good time and wake up with a clear head the next day!*

*I also found that I had a few more dollars in my pocket and lots energy to burn, so I decided to make use of both and learn something new. Two Dry July's later and I've gone from having never surfed or snowboarded to being an avid follower of both!*

*Dry July works in the interests of both the charity we support and the people going dry. That's why I love the concept and why I'll be going Dry in July again!"* Kenny McGilvary.