

MEDIA RELEASE

EMBARGOED UNTIL: MIDNIGHT 22 APRIL



LEADING UP TO ANZAC DAY, CALL TO GREATNESS DAY INSPIRES YOUNG AUSTRALIAN'S TO BE GREAT!!!!

On Friday 23 April, in the lead up to ANZAC Day, there is no better time to inspire young Australian's to be great than on - Call to Greatness Day!!!

Hosted by the Royal Australian Navy's HMAS Waterhen, the inaugural national campaign targeted at 13-30 year-olds, will be launched on the deck of HMAS Gascoyne where 100 Naval personnel, cricket's Burt Cockley, Qantas Wallabies Stirling Mortlock, students from Dulwich High School of Visual Arts and Design, Luke Jacobz and Blue MC of the Potbelleez will come together to sing the Call to Greatness song in the hope of inspiring support for this unique community fundraising initiative to help young Australian's in need.

Founder of Call to Greatness Day, Carolyn Managh said, "In the lead-up to ANZAC Day, there is no better time to ignite the extraordinary energy of Australian youth, and to call on them to be great and give a one-off donation of \$5 that will help improve the lives of many young Australian's in need.

"With the aim of raising millions of dollars to support the good work of four organisations including Father Chris Riley's Youth off the Streets, KidsXpress, Musicians Making a Difference and ReachOut.com, we are thrilled to have the support of personnel from HMAS Waterhen who have generously volunteered their time to be involved in this important initiative," Ms Managh said.

Commanding Officer of HMAS Waterhen Jason Sears said, "Everyone at Waterhen was quick to volunteer support for this initiative which is aimed at helping young people in need throughout our community.

"By inspiring Australian youth on Call to Greatness Day to join forces and have a positive impact in the lives of other young Australians who may be experiencing difficulties in their lives, our involvement gives us a direct opportunity to help the community and make an impact in a very positive way," he said.

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.

Margo Ward, Chief Executive Officer of KidsXpress said, "Call to Greatness brings to Australia the opportunity to stand together as a nation with one voice and radiate across our land a

message of connection, caring and compassion to our youth and especially to those who are vulnerable and lost.

“Through Call to Greatness, lives will be changed, communities empowered, society strengthened and our youth who are vulnerable and at risk, will be supported - the lost will be found. How could anyone not want to be part of something that has the power to change so many lives in so many ways?” Ms Ward said.

Luke Jacobz, star of Australian television said, “I’m proud to be part of a movement where young Australian’s are actively making a statement and helping each other. Through Call to Greatness, collectively our generation has the power to bring about positive change and a brighter future for many young Australian’s.”

On Call to Greatness Day - Friday 23 April, anyone can help young Australia’s by making a donation.

Take up the CALL TO GREATNESS today and donate just \$5 at www.calltogreatness.com.au

ENDS

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JOURNALIST NOTES

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

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.

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

CALL TO GREATNESS - Inspiring youth to help youth...

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 finally,
- 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.

What Is CALL TO GREATNESS

- 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.
- 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 are 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 music video, TV ads and various videos made by the C2G band members are all on www.calltogreatness.com.au

“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**