

16 June 2008



MEDIA RELEASE

**Butterfly Ball Reaches New Heights
Touched by Olivia Foundation – Helping Seriously Ill Children at
Sydney Children’s Hospital, Randwick**

Media Call

Presentation of \$105,000 to purchase essential equipment
in the treatment of children with neurological disorders

A photo opportunity with a patient who will benefit from the equipment, will be available.

Date: Monday 16 June, 2008

Time: 3:00pm – 3:30pm

Where: Sydney Children’s Hospital, Randwick
Main Entrance, High Street, Randwick

On Monday 16 June, Touched by Olivia Foundation will present a cheque for \$105,000 to the Sydney Children’s Hospital, Randwick to purchase essential equipment in the treatment of children with serious neurological disorders.

The funds for the equipment which were raised at the second annual Butterfly Ball will be the Foundation’s second major contribution to the Hospital totalling more than \$200,000 in less than 18 months.

‘Our commitment to the Hospital which does such extraordinary work in the treatment of seriously ill children from all corners of NSW and beyond, is on-going,’ said John Perkins.

The Touched by Olivia Butterfly Ball held on 2 May in the Sarah Grand Ballroom, Le Montage in Leichhardt was attended by 700 guests and featured guest speaker Dr Barry Duffy, Lochie Daddo as master of ceremonies, entertainment by Slide McBride and a special guest appearance by Damien Leith.

Professor Les White, Executive Director, Sydney Children’s Hospital, Randwick praised the efforts of the Touched By Olivia Foundation. "We at Sydney Children's Hospital, Randwick are extremely grateful for the invaluable commitment by John and Justine Perkins who, through the Touched By Olivia Foundation, have supported the purchase of key equipment which will greatly benefit our patients. Despite their own tragic loss John and Justine have chosen to make a difference to the lives of so many other children," Professor White said.

Established by Justine and John Perkins in November 2006 following the tragic loss of their 8 month old baby, Olivia, Touched by Olivia Foundation aims to help other families by giving children the opportunity to live healthier, happier lives.

‘We are delighted that funds raised from the Butterfly Ball are able to help the Hospital by providing two pieces of specialised equipment- a Telemetry System to diagnose seizure disorders in children (\$60,000) and a Electromyograph, machine to treat children with neuromuscular disorders (\$45,000),’ said Mr Perkins.

Since launching, the Touched by Olivia Foundation has contributed significantly to the lives of seriously ill children at Sydney Children's Hospital, Randwick in addition to their second key focus of bringing happiness to children and their families through creating all abilities playgrounds called 'Livvi's Place'.

The Foundation's third focus is creating partnerships with other children's charities to produce and deliver parenting programs aimed at nurturing and improving the well-being of children and family life.

'By bringing Olivia's Touch to others in need, we aim to create a positive change in the future of all our children,' Mr Perkins said.

END

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To find out more about Touched by Olivia Foundation

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JOURNALIST NOTES

The Touched by Olivia Foundation

“Touched by Olivia Foundation raises vital funds to give our children healthier and happier lives.”

“Creating the Foundation is our way of finding a positive meaning arising from the immeasurable pain of losing our little girl Olivia, at only 8 months old to a rare disease called Lymphangioma. Creating the Foundation is our way of bringing Olivia’s touch to others by creating a positive change in the future of other children.” (John and Justine Perkins – Founders)

Our initiatives are:

1. Supporting the Sydney Children’s Hospital, Randwick in funding medical advancement through research and the purchase of much needed equipment for the Intensive Care Unit;
2. Working with local councils and communities to raise funds to upgrade playgrounds to an all abilities standard, giving children of all abilities the opportunity to play together. We will call these playgrounds “Livvi’s Place”; and
3. Partnering with other children’s charities, such as Good Beginnings Australia, to produce and deliver parenting programs aimed at nurturing and improving the well-being of children and family life.

Touched by Olivia is a registered health promotion charity with deductible gift recipient status. All donations \$2 and over are tax deductible. Our Foundation operates at zero overheads which means your support will make a difference with 100% of donations going to our cause.

For healthier, happier kids

Touched by Olivia aims to raise vital funds to give our children healthier and happier lives.

Did you know that:

- 24% of Australian children are obese
- 62% of Australian families have both parents working
- Australians have experienced a 45% increase in high density living over the last 20 years
- 25% + of Australian kids spend 4+ hrs per day in front of TV
- NSW has the lowest spend per capita on parks and playgrounds
- Heart disease is now the number 1 cause of death in 4-14 year olds?

The statistics above, if allowed to continue without the appropriate support and facilities needed, equate to an horrific outcome – that this generation of children will have a shorter life span than their parents. This would be a first in the history of mankind!

Touched by Olivia is committed to ensuring that this does not eventuate. Recognising that every dollar spent on a child in their early years is worth up to \$14 in their later years, our Foundation is committed to generating funds to invest in our children before it becomes either too late or too expensive.

Need to know more?

For more information on Touched by Olivia Foundation, our Mission and Vision, please contact:

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