



MEDIA RELEASE
February 2009

Gold Week 1 – 7 June, 2009
Celebrate Gold Week, Celebrate Life!

Held on the first week of June, Gold Week is an opportunity for everyone in NSW to have fun, celebrate life and raise vital funds for Sydney Children's Hospital. Now is the time to start organising a Gold Lunch at home, work or at school by registering online now at www.goldweek.org.au.

In the lead up and during Gold Week, NSW goes Gold! Gold Lunches are organised by people across the state, merchandise is sold through our retail partners and official Gold Lunch events are held in restaurants across Sydney. It's a time for everyone to celebrate and help support the inspiring work of the Hospital, who care for thousands of kids from across NSW and beyond with complex medical conditions.

We all have lunch everyday. During Gold Week, we ask everyone to support sick kids by turning your lunch into a Gold Lunch and ask your guests to make a donation. Register your Gold Lunch online and get inspiration and ideas into how to make your Gold Lunch a big success. Join hundreds of people, like our ambassadors Jaynie Seal (Channel Nine Weather Presenter), Jodi Gordon (Home and Away), and celebrity chefs Peter Evans (Hugo's) and Serge Dansereau (Bather's Pavilion) and register for Gold Week.

Gold Week was born in 2006 as the major annual fundraising campaign for Sydney Children's Hospital, Randwick. Thanks to the support of the community, last year's Gold Week campaign raised over \$200,000.

This year, with your help, we aim to raise over half a million dollars for the Hospital! The money will go to the Areas of Greatest Need Fund at the Hospital and help purchase equipment, research and services. This Fund is used by the Hospital to provide priority funding, sometimes at short notice, to vital areas of the Hospital which sometimes may not be well-known to the general public, making a big difference to our children.

Sydney Children's Hospital is one of Australia's leading specialist medical centres for children. We provide quality, comprehensive and expert clinical services to the children and families of NSW and beyond. Children like 10 month Harrison, one of the faces of Gold Week and long term patient at Sydney Children's Hospital, will benefit from your support.

"Gold Week is the opportunity for everyone, regardless of their location, to support the wonderful work of Sydney Children's Hospital. Your support will make a positive impact on the lives of seriously ill children so dig deep, have some fun, and play your role in Gold Week 2009 to help us make the lives of sick children a little brighter." Adam Check, Chief Executive, Sydney Children's Hospital Foundation

To find out more about Gold Week, register to host a Gold Lunch or to make a donation check us out on the web at www.goldweek.org.au or call 1800 644 336.

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