



MEDIA ALERT

2 June 2008

Do the red nose in June!

June is the month to be silly for a serious cause with Red Nose Day celebrating its 21st birthday on Friday 27 June. Throughout the month of June, Red Nose Day will be raising funds and awareness for SIDS and Kids.

This year SIDS and Kids welcomes The Wiggles as Red Nose Day Ambassadors, who are looking forward to bringing their unique brand of silly to Red Nose Day.

Red Nose Day's 21st birthday is a great opportunity to celebrate the monumental work of Australia's favourite charity day. Through 21 years of Red Nose Day fund raising, SIDS and Kids has been instrumental in achieving a 90 per cent reduction in cases of SIDS in Australia.

Funds raised from Red Nose Day each year enable continued research and education programs. To date, SIDS and Kids has saved the lives of over 5,000 babies across Australia.

In 2008 Red Nose Day introduces some new, fun Red Nose merchandise, including a car nose magnet, a light up pen, a soft toy, a lip balm nose and more. Red Nose Day merchandise will be available throughout the month of June from IGA, Big W, Best & Less, The Warehouse, Go-Lo, Crazy Clarks, Mitre 10, Quix Mobil, Spotlight, Supercheap Auto and many other retail outlets throughout Australia. You can also purchase product and donate online at www.rednoseday.com.au.

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