



**MEDIA RELEASE**

**June 2010**

### **Prominent Australians get silly for a serious cause**

Some of Australia's most recognised faces have donned a red nose to raise awareness for this year's Red Nose Day campaign.

Thérèse Rein, Catriona Rowntree, Michael Klim, Eamon Sullivan, Julie Goodwin, Lote Tugiri as well as special Red Nose Day ambassadors Sam Moran and Anthony Field from The Wiggles are just a few of the high profile Australians featured in the campaign.

Through 23 years of Red Nose Day fundraising, SIDS and Kids has been instrumental in achieving an 85 per cent reduction in cases of SIDS in Australia, however the cause(s) of SIDS is still unknown. Red Nose Day provides critical funding for a 24-hour bereavement support service, community education to reduce incidents of SIDS and fatal sleeping accidents, and research into areas such as SIDS and stillbirth.

"Red Nose Day has always held a special place in my heart and it is a great privilege to be participating in this year's campaign. While there have been major reductions in the number of SIDS deaths, the cause is still not known. Additionally, there is still a high number of stillbirths each year in Australia. Very little is known on the reason for these deaths, which is incredibly distressing for the parents involved. Red Nose Day assists to provide vital research and support into these very important areas," said Therese Rein.

Funds raised from Red Nose Day each year enable continued research and education programs. To date, it is estimated that SIDS and Kids has saved the lives of over 6,500 babies across Australia.

"Red Nose Day provides vital funding and allows us to continue providing our health promotion and bereavement services to the Australian community. For over 30 years SIDS and Kids has supported thousands of Australians through the unimaginable grief of the death of a baby or child. One baby or child's death can affect as many as 60 people, parents, relatives, friends, co-workers and many more. SIDS and Kids are here to help everyone during this tragic period for as long as they need our support" says SIDS and Kids Australia Chief Executive Officer, Ms Leanne Raven.

Red Nose Day 2010 sees the introduction of some fun, new Red Nose merchandise, including a PVC bracelet, lip balm and three varieties of donation lapel pin. This year's donation lapel pins are new, with the backing card acting as a tax-deductible receipt. This means you can purchase a lapel pin to show your support for Red Nose Day with a donation of \$5, \$10 or \$20 going directly to SIDS and Kids through the pin purchase. Perennial favourites are still available and include the iconic red nose and the red nose di'nose'saur plush toy (in a variety of colours). In addition great, new product including kids bubbles and a daisy highlighter will be available exclusively at Target.

Red Nose Day merchandise will be available throughout the month of June from Target, Big W, Best & Less, Sam's Warehouse, Go-Lo, Crazy Clarks, Priceline & Priceline Pharmacy, Quix Mobil, Dick Smith, Spotlight, Supercheap Auto, Blockbuster Videos and many other retail outlets throughout Australia.

Product can also be purchased and donations made online at [www.rednoseday.com.au](http://www.rednoseday.com.au) or by calling 1300 1 RED NOSE (1300 173 366).

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