

PRIME MINISTER GILLARD TODAY. RED NOSE DAY TOMORROW!



Prime Minister Gillard, 2006

SIDS and Kids congratulates Ms Julia Gillard on her momentous appointment as Australia's first female Prime Minister. Prime Minister Gillard has been a supporter of Red Nose Day over the years and hopefully will don a red nose for Red Nose Day tomorrow! Now in its 23rd year, Red Nose Day raises funds and awareness for SIDS and Kids, which are utilised throughout the remainder of the year.

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

Thérèse Rein, Catriona Rowntree, Michael Klim, Eamon Sullivan, Julie Goodwin, Jane Kennedy, Lote Tuqiri 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 are 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, said SIDS and Kids national chief executive officer, Ms Leanne Raven.

Red Nose Day merchandise is available 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 or by calling 1300 173 366.

SIDS and Kids' CEO Leanne Raven is available for interview on Friday 25 June, for all media enquiries please contact:

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