

See red for SIDS

IT WAS a case of big mouths and shiny red noses for a good cause yesterday.

Luna Park was abuzz with fun as part of an early fundraiser for this week's Red Nose Day.

Red Nose Day ambassadors including former swimmer and Olympic gold medalist Michael Klim and his son, Rocco, 2, and Melbourne

celebrity chef Adam D'Sylva attended the day to raise money for families affected by Sudden Infant Death Syndrome and stillbirth and for medical research.

SIDS and Kids Victoria CEO Karen Passey said the organisation hoped to raise \$4 million nationally through the sale of Red Nose Day merchandise on Friday.

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Great cause: Michael Klim and his son, Rocco, at Luna Park. Picture: ALEX COPPEL