



MEDIA RELEASE

Excitement Builds as Gold Week Approaches

Gold Week 2 – 8 June, 2008

All over Sydney and NSW people are getting excited about Gold Week and registering their Gold Tiara or Crown Lunches to STRIKE GOLD FOR SICK KIDS, during the month of June.

Every town and city in NSW has been touched by Sydney Children's Hospital, Randwick and Gold Week is a time to get together in our local communities and raise much needed funds for seriously ill children from all over the state who are treated by the Hospital.

Gold Week Ambassador, celebrity chef Pete Evans said, "Gold Week is a fantastic opportunity for everyone to make a significant difference in the lives of the brave young patients at Sydney Children's Hospital."

2DayFM are gearing up for their live Gold Week broadcast from the Hospital on Tuesday 3 June. Hamish and Andy will kick things off at 9am and the children and families at the Hospital will be entertained throughout the day with celebrity interviews and live performances. Listeners will be encouraged to make donations throughout the day.

Three official invite only Gold Lunches will be held in Sydney, at The Bathers Pavilion in Balmoral, Nicks Bar and Grill on Kings Street Wharf and The Botany Bay Seafood Restaurant in Brighton-Le-Sands. Each event will feature celebrity MCs and guest speakers, and present a chance for Sydney's social and business leaders to get together over lunch whilst raising money for the seriously ill children at Sydney Children's Hospital.

Support for Gold Week throughout June ensures that Sydney Children's Hospital remains a leading centre of excellence in children's health. The Hospital provides quality, comprehensive and expert clinical services, admitting some 15,000 children and providing over 290,000 occasions of service through its emergency, outpatient and outreach services.

During the month of June Gold Week badges will be sold at the following outlets; National Australia Bank, Harris Farm Markets, Coffee Club, Boost Juice, Big W and Millers Fashion Club. Donations to Sydney Children's Hospital can be made during June at any NAB branch in NSW, by calling 1800 644 336 or visit www.goldweek.org.au

To find out more about Gold Week, register to host a Gold Lunch or to make a donation visit www.goldweek.org.au or call 1800 644 336.

For further media information please contact:

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