



MEDIA RELEASE

Meet our Ambassadors for Gold Week 2009

Celebrate Gold Week, Celebrate Life!

Q. What do you get when you mix two famous chefs, a Home and Away starlet, a Channel Nine weather presenter, a Country Music superstar and a brightly dressed group of Children's Entertainers?

A. Sydney Children's Hospital's Gold Week Ambassadors!

Celebrity chefs Peter Evans (Hugo's) and Serge Dansereau (Bather's Pavilion), Jodi Gordon (Home and Away), Jaynie Seal (Channel Nine Weather Presenter), Adam Brand (Country Music Artist) and Hi-5 (Children's Entertainers) have all come on board as Sydney Children's Hospital's Gold Week Ambassadors, to encourage people across NSW to participate in the Hospital's major annual fundraiser, Gold Week!

Held 1 – 7 June, Gold Week is an opportunity for everyone in NSW to raise vital funds for Sydney Children's Hospital whilst having fun and celebrating life. We all have lunch everyday. During Gold Week, turn just one lunch Gold and ask your guests to make a donation to the Sydney Children's Hospital. Now is the time to start organising a Gold Lunch at home, work or at school by registering online at www.goldweek.org.au.

Jodi Gordon said, "Gold Week is a great opportunity for everyone to celebrate life and help support the inspiring work of the Hospital, who cares for thousands of kids from across NSW and beyond with complex medical conditions. I'm so excited about Gold Week, I'm really looking forward to spending more time at the Hospital and meeting the kids who will benefit from the funds raised during Gold Week. I'm also looking forward to raising some money myself by hosting my own lunch with a bunch of girlfriends."

Gold Week merchandise is also sold through our retail partners and official Gold Lunch events are held in restaurants across Sydney. With your help, this year we aim to raise over half a million dollars for the Hospital! The money will go to the Areas of Greatest Need Fund at the Hospital and help purchase equipment, research and services. This Fund is used by the Hospital to provide priority funding, sometimes at short notice, to vital areas of the Hospital which sometimes may not be well-known to the general public, making a wonderfully positive impact on the care our children receive.

Sydney Children's Hospital is one of Australia's leading specialist medical centres for children. We provide quality, comprehensive and expert clinical services to the children and families of NSW and beyond. Children like 10 year old Olivia (pictured with the Gold Week Ambassadors), one of Sydney Children's Hospital's many term patients, will benefit from your support.

"Sydney Children's Hospital has touched the lives of people from all over NSW. Regardless of where you live, Gold Week is a time to get together with friends, family and colleagues to support the wonderful work of Sydney Children's Hospital. Your support will make a positive impact on the lives of seriously ill children so dig deep, have some fun, and play your role in Gold Week 2009 to help us make the lives of sick children a little brighter." Adam Check, Chief Executive, Sydney Children's Hospital Foundation

To find out more about Gold Week, register to host a Gold Lunch or to make a donation check us out on the web at www.goldweek.org.au or call 1800 644 336.

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