

MEDIA ALERT - 11AM MONDAY 22 JUNE 2009

“DRY JULY - KICKING OFF TO HELP CANCER PATIENTS IN NSW”



MEDIA EVENT: DRY JULY LAUNCH – *CLEAR YOUR HEAD, MAKE A DIFFERENCE*
TIME: 10:45am for 11:00am
DATE: Monday 22nd June
ADDRESS: Prince of Wales Hospital (POWH)
Radiation Oncology Unit
Level 2, High Street Entrance, Randwick NSW

Who will be there:

Adam Spencer, Tom Williams, Lindsay McDougall (aka The Doctor), Roy Billing, Tom O’Callaghan POWHF Chairman Dr Michael Jackson - Director of Radiation Oncology, Professor Robyn Ward - Professor of Medicine, Tina Clark - Director Prince of Wales Hospital Foundation (and cancer patient treated at Prince of Wales Cancer Centre), Louise Mahony – Dreams 2 live 4, Phil Grove, Brett Macdonald and Kenny McGilvary (Dry July).

Parking: Parking is available via the Baker Street entrance.

Media RSVP: Clare Collins – Insight Communications

Phone: 02 9319 3844 - Mobile: 0414 821 957 - Email: clare@insightcommunications.net.au

Dry July, is on again!!! It’s the healthy, fun way to give your body a break from alcohol while raising vital funds to help cancer patients being treated by one of Australia’s leading cancer treatment centres at the Prince of Wales Hospital (POWH), Randwick.

Dry July challenges people to commit to a self imposed ‘one month prohibition’ - one month without drinking alcohol while at the same time raising funds through sponsorship from family, friends, mates and colleagues with all donations directly impacting on the lives of people being treated for cancer in every state and territory across Australia.

Founded in 2008 by ‘three-heavy-drinking-guys’ who decided to pack in the grog for a month, get healthy and raise a few bucks to help cancer patients, with more than 1000 people signing up to go “Dry in July”, the campaign generated a grand total of \$257,283 to aid cancer patients treated at Prince of Wales Hospital”.

The Prince of Wales Hospital will once again be the beneficiary of the funds raised by Dry Julyers from NSW. The Hospital which treats 3000 cancer patients annually provides more than 40,000 cancer treatments each year for patients from all corners of NSW and interstate.

Leanne M Zalapa Chief Executive Officer of the Prince of Wales Hospital Foundation said, “Dry July is a fabulous way for us all to get healthy and at the same time, make a difference to cancer patients at POW Hospital. It will kick start our plans for a new cancer centre, help deliver an electronic record system for our cancer patients; and for some of them, realise their dreams through the Dreams 2 Live 4 program.”

Phil Grove, one of the founders of Dry July said, “We were overwhelmed with the response to Dry July in 2008. People really got behind the concept of staying off the grog for a month and getting their mates on board to sponsor them so they could make a difference to people living with cancer.”

Following the tremendous success of the inaugural Dry July, with the aim of raising funds to have an immediate and direct positive impact on people living with cancer, in 2009 Dry July is going national to benefit cancer patients treated by leading hospitals throughout the country.

Register for Dry July today, give your body a break from booze and help support NSW cancer patients treated at Prince of Wales Hospital. Do Dry July - log on to <http://www.dryjuly.com>

HOW TO BECOME A DRY JULYER



- 1. Commit to being 'Dry' throughout the month of July**
 - To make a difference to your health and to people living with cancer.
- 2. Register**
 - Log on to <http://www.dryjuly.com> where you'll have your own Dry Julyer profile page.
- 3. Tell your friends**
 - Send out an email, text message, Twitter it or log on to Facebook to tell all your friends that you are a Dry Julyer and ask them to sponsor your efforts.
- 4. Like being part of a team?**
 - Get a bunch of friends to come on board or challenge your peers to a Dry July and go 'head-to-head' to see who can last the longest and raise the biggest bucks
- 5. Want your efforts to raise big bucks?**
 - Talk to your boss and ask if your company will become a sponsor
- 6. Need a night off for a special occasion?**
 - For a minimum donation of \$25.00 you can purchase a Golden Ticket online which is 'officially' endorsed by Dry July
- 7. Celebrate your success with other Dry Julyers at the 'After Party'** - Details to be announced

Register for Dry July today - give your body a break from booze and help support NSW cancer patients treated at Prince of Wales Hospital. Do Dry July - log on to <http://www.dryjuly.com>

Interview and photo opportunities include:

- VIP's, celebrities and guests during the Dry July Launch
- Ms. Leanne Zalapa – CEO POWHF
- Tina Clark POWHF Director and patient
- Tom O'Callaghan POWHF Chairman
- Phil Grove, Brett Macdonald, Kenny McGilvary – (Founders – Dry July)
- Professor Robyn Ward Professor of Medicine – Oncologist
- Professor Michael Friedlander - Oncologist
- Dr Michael Jackson radiation - Oncologist

MEDIA ENQUIRIES

To RSVP or to arrange an interview or photo opportunity, please contact:

Clare Collins
INSIGHT COMMUNICATIONS
Ph: 02 9319 3844 - Mob: 0414 821 957
Email: clare@insightcommunications.net.au
Web: www.insightcommunications.net.au

Alice Collins
INSIGHT COMMUNICATIONS
Ph: 02 9319 3844
Email: alice@insightcommunications.net.au
Web: www.insightcommunications.net.au

JOURNALIST NOTES

PRINCE OF WALES HOSPITAL FOUNDATION



Our Mission

The Prince of Wales Hospital Foundation's (POWHF) mission is to promote the work of the Prince of Wales Hospital (POWH) and build healthier communities. By reaching out to our community and private partnerships, we aim to raise vital funds to ensure the continued development of research, education and special projects, which will provide integrated health care for the patients of the POWH.

Prince of Wales Hospital Foundation

The Prince of Wales Hospital Foundation fosters strong links with the community, endeavouring to establish lasting relationships with individuals, industries and businesses, creating better hospital awareness. Every donation made to the POWH Foundation will make a difference to patient care and help to build healthier communities.

Prince of Wales Hospital

The Prince of Wales Hospital (POWH) Randwick is dedicated to improving the quality of care for all patients in Sydney and regional NSW, and offers specialist treatments to interstate patients.

Since opening its doors in 1857 as a caring institution, its reputation has grown to become a leading treatment centre for adults and a major teaching hospital affiliated with the University of NSW. This strong affiliation assists the staff to provide excellence of care in conjunction with the commitment to clinical teaching and medical research.

A 500-bed tertiary referral institution, The POWH is a state-wide retrieval service for acute spinal, cancer and epilepsy patients. It also boasts a major neurosurgical and cardiac precinct, which is an Australian benchmark for cardiac care. It also houses a large radiation medical and surgical cancer precinct, a corrections health facility and a large aged care surgical precinct.

Each year more than 34,000 acute patients are admitted to the hospital, with staff caring for 36,000 overnight stays with an average stay of 4 days. About 44,000 patients are treated in its Emergency Department making it one of the busiest in NSW with the highest acuity level.

The POWH offers the most comprehensive program and full-spectrum care for hospitalised adults because every patient deserves the best.

Dreams 2 Live 4

Dreams 2 Live 4 is a committee of the POWHF, which was developed to help our patients with metastatic cancer realise their dreams. Whether it is to meet someone special, go somewhere special or do something special we make his or her Dream come true. By assisting these patients achieve their dreams, we are giving them a focus and on living a positive healthy life.

INTRODUCTION TO DRY JULY

Dry July was founded when three young, heavy drinking guys decided to pack in the grog for a month, get healthy and hopefully raise a few bucks for charity.

More than a quarter of a million dollars later the future of the annual abstinence month was cemented.

Phil, Brett and Kenny now spend their time encouraging individuals and groups to take part in the Dry July challenge to raise money for adult cancer patients.

Participants are doing more than supporting a good cause - they're challenging themselves, encouraging positive change, clearing their heads and getting healthy, the guys say. And they get to see the fruits of their labours straight away. Instead of the money raised by the non-for-profit organisation going to research projects, Dry July puts it all towards helping improve everyday conditions for people dealing with cancer.

Funds raised by Dry July 2008 were donated to the Prince of Wales Hospital Foundation, Dreams2Live4 Charity and used to purchase four new treatment beds for the radiation oncology ward. Brand new state-of-the-art kitchen and waiting areas were installed and the ward's garden was given an overhaul as well - it has been fully landscaped and furnished with garden tables and chairs for patients to enjoy a few moments of sunshine in a secure environment.

Dry July seems to reflect a desire of everyday Australians to combine a healthy lifestyle with giving something back to their community. With this in mind Dry July has approached a public hospital in every capital city across Australia.

The enthusiasm, generosity and competitiveness of participants in 2008 was truly overwhelming and the team are hoping by taking Dry July 2009 national it will be even more successful for it's chosen beneficiaries.

Joining the Dry July movement is simple - just head to www.dryjuly.com to register and start collecting some sponsors.

Those looking for a little more of a competitive edge should also check out the option to go head-to-head, just like ambassadors ABC Radio's Adam Spencer and Triple J's The Doctor (Lindsay McDougall) did last year. See who can tough it out and raise the most cash - nothing wrong with a bit of competition for a worthy cause!

THE INSPIRATION BEHIND DRY JULY – MEET THE FOUNDERS

Brett Macdonald

Brett is a freelance graphic designer based in Sydney and was behind the concept development and creation of the visual identity and web design for Dry July. In addition to his design passions, Brett enjoys skiing, football, surfing, music and of course his passion for growing Dry July where he enjoys the support of family and friends in making Dry July all it can be.

“Having seen friends take a month off drinking in 2007, and after seeing the challenges they faced during that period, I realised the potential for the concept of Dry July as a fund raising opportunity on a greater scale.

On gaining great feedback and positive encouragement on the concept of Dry July, along with people very willing to get involved and assist in any way they could, it was evident we had the expertise to further pursue the potential of Dry July.

Having lost close family to cancer, I wanted to take the concept of Dry July further and devote funds raised to charity organisations that would directly benefit the lives of those living with cancer. My hope is that Dry July will make a difference and provide real-life experiences, hope, support, treatment, therapy, encouragement, prolonged life, lasting memories and fulfillment.” Brett Macdonald.

Phil Grove

Phil manages his own web development company in Sydney and is the man behind the Dry July website. When he's not at work or boring people to death about how great Dry July is, he can either be found in the pub or at a gig.

“In December 2007, doctors discovered a carcinoid tumour completely blocking my left lung. I experienced a nightmare week awaiting test results indicating whether the tumour was benign or malignant. During this week I was in and out of hospital having tests and found both the staff and patients of the Prince Of Wales Hospital in Sydney inspirational. Luckily the tumour was benign and it was successfully removed but every year, for 1000's of other people, the news is not as good and they will be visiting the hospital on a regular basis for what could be the rest of their lives.

I decided after I came out of surgery that I should try and do something to help the people that have to spend the majority of their time in hospital... just something that will make their everyday lives a little easier to cope with... This was my motivation for creating Dry July.” Phil Grove.

Kenny McGilvary

Kenny is a communications specialist with extensive experience in both B2B and B2C technology, applications and services. Outside work hours, Kenny's main interests include travel, playing or watching sport and listening to music.

“I turned 30 in 2007. That involved a lot of partying. By the end of the month I had had my fill of drinking and was ready for a break so I decided it was time to go dry for a while. July was just around the corner so the date was set – and so the first step towards Dry July was taken.

The process of taking a month off the sauce was not an easy one. There were birthday parties, leaving parties, big sporting occasions and always a good reason for a libation or two. But with a bit of self-discipline I was still able to go out, have a good time and wake up with a clear head the next day!

I also found that I had a few more dollars in my pocket and lots energy to burn, so I decided to make use of both and learn something new. Two Dry July's later and I've gone from having never surfed or snowboarded to being an avid follower of both!

Dry July works in the interests of both the charity we support and the people going dry. That's why I love the concept and why I'll be going Dry in July again!” Kenny McGilvary.