



**MEDIA RELEASE**  
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## **10,000<sup>th</sup> CHILD TO ATTEND FOOTY WITH 'CARN THE KIDS'**

**Carn the Kids** is celebrating. The initiative is turning five and will see its 10,000<sup>th</sup> participant attending the footy as part of the program when the LeasePlan Western Bulldogs and Kangaroos clash at the MCG on July 1.

To mark the milestone, **Carn the Kids** is putting on the 'Big Birthday Bash' that will see 2,000 kids and their carers in a dedicated section in the stands at the game to enjoy a fun-filled day at the footy, with showbags, face painting, clowns, free t-shirts, food and drink, plus visits from Western Bulldogs' players and the club mascot, Woofy.

"Everyone at LeasePlan is extremely proud to have started a simple program back in 2003 called **Carn the Kids** that, since then, has been able to positively touch 10,000 kids and their carers who would not ordinarily have the opportunity with the chance to experience a fun day at the footy like this," said Mr. Spiro Haralambopoulos, Managing Director for LeasePlan who developed the program in partnership with the Western Bulldogs.

"Our staff who volunteer to help at the Carn the Kids matches around the country are so happy to be putting smiles on these kids faces," said Mr Haralambopoulos.

Carn the Kids Ambassador Brad Johnson said that the program makes great use of the powerful brand of AFL football to give a welcome sense of community, inclusion and normality to kids and their carers.

"Going to the footy is such an integral part of growing up for so many young Australians and **Carn the Kids** has made sure this childhood experience that so many kids take for granted is available for those who might otherwise miss out," said Johnson.

"The Bulldogs' players are all very proud that our club is able to be involved in these community engagement activities and we hope the 2,000 along this Sunday have a great day and get to see a Doggies win," said Johnson

The **Carn the Kids** program invites kids from organisations including the CREATE Foundation, Royal Children's Hospital, Variety Club, Refugee Minor Program, Horn of Africa and SpiritWest. Children from each of these organisations will be represented at Sunday's game.

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As part of 'Big Birthday Bash' celebrations, **Carn the Kids** will be handing out limited edition **Carn the Kids** 5<sup>th</sup> birthday tattoos to Bulldogs fans attending the match. The tattoo will be available from the Carn the Kids marquee outside Gate 3 at the MCG. LeasePlan Western Bulldog supporters fans will be asked to wear the tattoo on their arm as a sign of support for the **Carn the Kids** program and to celebrate its achievements.

Since the first **Carn the Kids** event in 2003, the program has grown with the tremendous support of the AFL and Toyota. After Sunday's game, **Carn the Kids** will have entertained 10,000 kids and carers at 26 Bulldogs games in six states since its inception.

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