



Sunday 27 May 2007

## MEDIA RELEASE

### 'Carn the Kids' in Canberra for the First Time

Beware of an extra noisy Western Bulldogs' cheer squad at Manuka Oval in Canberra today when they are joined by a 100-strong group of excited kids and their carers when the **Carn the Kids** program comes to Canberra for the first time.

**Carn the Kids** is a program that aims to give kids who might not ordinarily have the opportunity the chance to experience a day at the footy with all the lashings – a free meat pie, face painting, a t-shirt and a show bag. For many of the children involved, it is their very first experience of a live game.

The group of 100 kids and carers going to Sunday's Bulldogs and Sydney Swans clash are from the CREATE Foundation – a not-for-profit organisation that seeks to connect and empower children and young people placed in out-of-home care. Among the 100-strong group is 12 year old Brenton Jacka who has been given the extra special honour of representing **Carn the Kids** by running on the field and through the banner with the all the Western Bulldogs' players.

Now in its fifth year, **Carn the Kids** is a concept **LeasePlan** developed in partnership with the **Western Bulldogs** and with generous support from the AFL and Toyota, as well as event assistance from venue managers and caterers across the country.

“Both LeasePlan and the Western Bulldogs are delighted to have this opportunity to bring **Carn the Kids** to Canberra for the first time this year, having previously taken the program to Melbourne, Sydney, Brisbane, Adelaide, Perth and Darwin. It is great fun to be able to share a fun day out at the footy with these kids and cheer on the Doggies,” said Paul Scully, National Marketing Communications Manager for LeasePlan Australia.

Since its inception in 2003, **Carn the Kids** has given over 8000 kids and carers an unforgettable day at the footy at 22 AFL matches across six states.

-ends-

