



Media Release

Monday 16 June 2008

Kids Savour Dogs' MEGA Mauling of Lions

On Saturday 14 June, LeasePlan and the Western Bulldogs presented the “**Carn the Kids - Mega Match**” which saw 1000 children and their carers enjoy a fun-filled day of Australian Rules football at the MCG, watching the Bulldogs comprehensively beat the Brisbane Lions.

The Carn the Kids attendees took up two whole bays of seats in the Bulldogs member area and cheered louder and louder with each goal as the Bulldogs ran away with the contest in the second half.

The kids enjoyed visits from Bulldogs' players Shaun Higgins, Malcolm Lynch, Josh Hill and Jarrod Harbrow before the game. They were also entertained by showbags, face painters and the traditional footy fare of a hot pie.

The day was extra special for 11 year-old Dylan Anderson and 9 year-old Noah Wright. Dylan shook hands with both team captains in the middle of the famous MCG before tossing the coin, and Noah joined Bulldogs' skipper Brad Johnson to run through the banner and lead the team out on to the ground.

Most children savour the memory of a day out at the footy and “Carn the Kids” was devised as a community relations program to ensure children who otherwise would not have the opportunity enjoy this uniquely Australian experience. Children and carers attending this match were invited through Variety the Children's Charity, the Royal Children's Hospital, the Create Foundation and the Refugee Minor Program.

In partnership with the Western Bulldogs, and with generous support from the AFL, LeasePlan's Carn the Kids program has now seen some 13,000 kids and carers enjoy a fun day at the footy at 30 Bulldogs' games across the country since 2003.

“We are proud to be involved in this fantastic project through our partnership with LeasePlan who have been a wonderful major sponsor to the Western Bulldogs for six years,” said Western Bulldogs President, David Smorgon.

LeasePlan Managing Director, Spiro Haralambopoulos, said the program had grown significantly since its inception.

“Everyone at LeasePlan is extremely proud to have started a simple program back in 2003 called Carn the Kids,” he said.

Carn the Kids heads to Darwin for the 28 June game with Port Adelaide, before returning to Melbourne for the 13 July clash with Melbourne.

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