



## MEDIA RELEASE

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### “Carn the Kids” Turns One

As part of the **Carn the Kids** program, young fan, Robert Copolov, will lead the LeasePlan Western Bulldogs out on to Telstra Dome for Saturday night's clash with the Magpies - just a year after a successful liver transplant that ensured he will see his beloved Bulldogs play many more games.

Robert was one of a group of 200 from the Royal Children's Hospital who attended the inaugural **Carn the Kids** round last year, and returns with 80 others from the Hospital for the program's 12-month anniversary at the Collingwood game this weekend.

LeasePlan and the Bulldogs initiated the **Carn the Kids** program with the objective of giving kids from not so lucky circumstances the chance to enjoy what so many of Australian children take for granted – a day at the footy. Free tickets, face painters, souvenirs and food make the kids' trip to the footy a truly enjoyable one.

In 2004 the extended program has seen **Carn The Kids** events at AFL matches in Adelaide, Sydney, Perth, Brisbane and Melbourne for kids from all sorts of worthy organisations. Over 1700 free tickets will have been distributed via the program by the end of the year.

Robert suffered from Biliary Artesia - a rare, potentially fatal liver condition that causes the tiny bile duct to the child's liver to be blocked and poisons to build up, causing jaundice. It is sometimes called “Yellow Baby Syndrome”, and the longer Robert spent out of the ward at last year's game, the yellower he became – even between bites of his hot pie. But he was determined to stay until the end.

Robert had a liver transplant just a couple of weeks after attending that game - 12 months on and he is like a new kid – full of life and without a trace of his old yellow self but still a one-eyed Bulldogs fan and hopeful he can see a win this Saturday night.

A massive group of 900 kids and families from a variety of organisations will celebrate end of the 2004 **Carn the Kids** year at the 21 August clash between the Bulldogs and the Kangaroos, and both LeasePlan and the Western Bulldogs are committed to making the program even bigger for 2005.

“We developed this program to simply put some smiles on faces like Robert's,” said Abe Tomas, Managing Director of LeasePlan Australia. “It is such a simple and rewarding exercise for all involved.”

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