



MEDIA RELEASE

23 April 2004

Dogs Bring Kids Fun to Footy

Amongst the 'Carn the Dogs' or 'Carn the Power' shouts at AAMI Stadium this Sunday, throw in a few 'Carn the Kids' and you will be sure to bring smiles to some deserving faces.

The **Carn the Kids** program comes to Adelaide this Sunday at the Port Power versus Western Bulldogs game with a group of 80 children, families and carers from the Adelaide Women's and Children's Hospital given the opportunity to have a fun day out.

The Western Bulldogs and major sponsor, LeasePlan, initiated the program with the objective of ensuring kids from not so lucky circumstances can enjoy what so many of us take for granted – a day at the footy.

It started last year when a group of 200 from the Melbourne Children's Hospital enjoyed a Bulldogs game, hosted by LeasePlan.

In 2004 the extended program will see Carn The Kids events at AFL matches in Adelaide, Sydney, Perth, Brisbane and Melbourne that will give a fun day at the footy from kids from all sorts of worthy organisations that provide for the less fortunate in our communities.

"Most of our players and staff have great childhood memories of seeing their heroes in the flesh, the noise and excitement of a game of footy, the smells of pies and liniment. It's a great part of growing up in Australia and every kid should have the chance to enjoy it," said Western Bulldogs' CEO, Campbell Rose.

LeasePlan and the Bulldogs have allowed for a special seating section at the ground to be put aside for the group, so the smiling kids will be easily spotted alongside the Bulldogs' cheer squad. The Patch Adams inspired Clown Doctors will also come along to entertain the kids, taking their regular clown rounds out of the wards for a change.

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

-ends-

For further information (not for publication):

Paul Scully
Communications Manager
LeasePlan Australia
03 9269 2279 / 0411 225 717

