



Media Release

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LeasePlan Announces Victory for the Kids

LeasePlan has entered an agreement with Melbourne Victory for the Hyundai A-League 2008/09 season to extend its Carn the Kids community relations program from the indigenous football code to the round ball variety.

The newly forged alliance makes Melbourne Victory an Official Partner of Carn the Kids, with the club partnering with LeasePlan to host groups of kids at four of its home matches at Telstra Dome this season.

The new arrangement also sees Victory star, Rodrigo Vargas, appointed as official Carn the Kids ambassador – a role that will see him as the face of the events and the host of a fun clinic for the kids in early 09. It also sees LeasePlan joining the thriving Victory in Business networking group associated with the club.

“It’s an honour to be working with LeasePlan as official Carn the Kids ambassador,” Vargas said.

“This is a fantastic program that will allow children throughout the community to come to Telstra Dome and enjoy the excitement of a Melbourne Victory home match, when they may not have had an opportunity in the past.

“The extra support in the stands is an added bonus for the players and I hope this will be a successful initiative for many seasons to come.”

Carn the Kids provides a fun day out for kids who, for any number of reasons, otherwise may not have the opportunity.

Working in partnership with the Western Bulldogs AFL club and a number of children’s organisations including Variety, Create Foundation, Royal Children’s Hospital and the Refugee Minor Program, LeasePlan’s Carn the Kids program has seen more than 13,000 kids and carers taken to games of Australian Rules football since 2003.

This new alliance marks an exciting extension of the highly successful program.

The first Victory Carn the Kids event is Saturday night, 4 October, when 200 kids and carers will go along to cheer on the boys against Perth Glory.

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