



Media Release

Tuesday 21 April 2009

LeasePlan and Carn the Kids

A group of 200 excited kids and carers helped to cheer the Roos to a hard fought win over Essendon as part of North Melbourne's new partnership with LeasePlan and its Carn the Kids program.

Giving fun days out to children who may not otherwise have the opportunity since 2003, Carn the Kids and LeasePlan have partnered with North Melbourne in 2009 to continue the association with the AFL.

On Sunday at Etihad Stadium, the program saw 200 kids and carers from the CREATE Foundation, the Royal Children's Hospital and Big Brothers Big Sisters enjoying their show bags and t-shirts before feasting on pies and getting their faces painted. Some even got to meet some North Melbourne players and receive autographs and photos.

The Carn the Kids program has been supported over the years through partnerships with the Western Bulldogs, Melbourne Victory and the Melbourne Symphony Orchestra – and now North Melbourne. These partnerships and the event opportunities they create have allowed more than 14,000 kids and carers to attend more than 30 'fun days out' all around Australia.

Carn the Kids will host 'fun days out' at three more North Melbourne games in 2009, hosting a total of 1000 children and carers.

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