



MEDIA ALERT

FOR Thursday 14 August

Variety Bash 2008 – departing Melbourne this Thursday!

The 2008 Variety Bash will be officially started by The Honourable Bill Shorten – MP for Maribyrnong and Parliamentary Secretary for Disabilities and Children's Services – at the Moonee Valley Racing Club this **Thursday 14 August from 9am**.

There will be ample opportunity to interview Bash participants, including a number of celebrities. Journalists, photographers and crews are warmly invited to meet the entrants, ambassadors and Variety board members and film/photograph the cars.

An annual road event involving over 100 outrageously themed cars and crews, the Bash is not a race or a rally – it's an entertaining social event where half the fun is getting there! The Bash is Variety's biggest fundraiser, each year raising \$6-7million nationally.

After leaving Moonee Valley, the enthusiastic 'Bashers' will wind their way through Victoria's wine region, travelling up through central New South Wales and Queensland's outback before finishing in Yeppoon, on Queensland's central coast, on 23 August.

One of the key priorities is to raise awareness of the Bash among the general public, to enhance the fundraising opportunities of committed crewmembers and subsequently raise the profile of Variety as a vital fundraising body for Victoria's Special Needs Children.

What: 2008 Variety Bash – official start

When: 9:00am – 10:30am, Thursday 14 August

Where: Moonee Valley Racing Club, McPherson Street, Moonee Valley (Melway ref: 29 A7)

Who: Celebrity 'Bashers' and Variety supporters: Australian cricketers Shane Warne and David Hussey; racing car driver John Bowe; Greg Evans; Mike Brady; Chairman of Variety Victoria Mark Stone and Chairman of the National Board of Variety Ken Loughnan; The Honourable Bill Shorten – MP for Maribyrnong and Parliamentary Secretary for Disabilities and Children's Services.

*A 13-year-old student from East Brunswick Special School will also assist in waving the flag to start the Bash.

Variety, the children's charity, is committed to providing Special Needs Children with opportunities to increase their quality of life and fulfil their potential. Variety achieves this through the provision of equipment, facilities and life experiences and by operating a straightforward and transparent grants program, which draws on funds raised through Variety events, sponsorships and donations.

Further information:

Variety, the children's charity – (03) 8698 3900 or visit: www.varietyvic.org.au

Media enquiries:

Sandman PR – (03) 9863 7707 or visit www.sandmanpr.com.au for media releases and hi-res images