



MEDIA RELEASE

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Ocsober – go sober in October!

Have you ever felt your body crying out for a health kick, but lacked the motivation to see it through? Do you want to give your liver a break before the start of the summer holidays?

There are always plenty of good reasons to give your body a bit of a break from drinking and Life Education Australia is giving us another one next month – Ocsober.

Variety, the children's charity, has teamed up with Life Education Australia – a provider of school programs that equip students with the social skills and knowledge necessary for effective decision-making, negotiation and peer resistance in drug-related situations – to raise funds for Drug and Alcohol Education during October.

Ocsober is a simple concept which challenges individuals or teams to 'cut out' alcohol for a month. Ocsober participants will not only look and feel better, they will have been encouraged, supported and sponsored by their workmates, family and friends, with all the money raised going directly towards funding the important work of Variety, the children's charity and Life Education Australia.

Participants can join Variety Victoria's Ocsober team or sponsor friends and family by logging onto www.ocsober.com.au and typing "Variety Victoria" into the friend/team search engine. Participants can track the progress of other individuals and even challenge rival teams to a fundraising competition! All donations made through the online facility are tax deductible.

It sounds easy enough, but if you don't think you can last the entire month, or have a special celebration during the month of Ocsober, or just need some time out, then you can have up to two days off by purchasing a 'Legends Leave Pass' through the Ocsober website.

Ocsober is a great way for the whole community to have fun, be healthy and raise community awareness about responsible drinking.

So, if you want to hit the beach this summer sans beer gut, then go sober in October and help our children!

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