

MEDIA RELEASE
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For Immediate Release



On the track with Gai Waterhouse: Exclusive "experiences" are the new trend in charity fundraising

Creating exclusive or unforgettable donor experiences are proving a highly-successful way for not-for-profit organisations to raise money in a competitive fund-raising market.

"A dinner with Australian cricket legend Steve Waugh at the Golden Century restaurant sold for \$11,000 at our auction last year", says Cure for Life Foundation™ Chairman Michael Cherry. "Two of the guests who shared in the evening said it was the best night of their life and they would have paid double to come along."

"While the framed footy jersey will always have a place at charity auctions, we have recognised that people are willing to donate significantly more for auction items that offer a unique experience. This is why the auction at our Gala Ball this year will mainly feature items that cannot be purchased at a shop or online."

The experiences on auction will include:

1. A Sunday Morning with **Gai Waterhouse** at the main stables at Randwick
2. **Triple 8 Racing** Team "Hot Lap" at Eastern Creek. *One of only 10 hotlaps allowed per V8 Supercar each year*
3. A morning visit to the **All Saints Set** and a set of scrubs framed and signed by the cast.
4. **A day with chef Guillaume of Bennelong Restaurant**, visiting his suppliers, touring his kitchens and joining him for lunch at one of *his* favourite restaurants.
5. Dinner for 8 with **Steve Waugh** and Cure for Life Foundation™ founder **Dr Charles Teo** at Luke Mangan's **GLASS** restaurant.
6. Dinner for 8 at **Golden Century Seafood Restaurant** with former Wallaby coach **Rod McQueen**.
7. **Industry exclusive** tickets to the 2007 Sydney Spring Mercedes Australian **Fashion Week**
8. **Sportsman's Package** - Aussie Stadium Corporate Box (outdoor) at an NRL final series match with a former Australian Player, plus Cypress Lakes Golf game and stay hosted by pro Michael Cupic
9. Spending a morning with **Alan Jones** in 2GB studios.

- More -

Joining Cure for Life Foundation's founder Dr Charles Teo and spokesperson Kerry Armstrong for this year's *Love For Life Ball*, will be Steve Waugh, Australian IOC member Phil Coles, television personalities Richard Carlton, Emma Alberici, and Penny Cook, along with artist Margaret Olley and MC for the night: former Perfect Match host, Greg Evans.

The *Love for Life* theme is a celebration of the love of Foundation supporters for those affected by brain tumours.

The Sydney-based Cure for Life Foundation™ recently provided funding for one of the largest brain tumour research projects ever undertaken: the Children's Cancer Institute Australia research into paediatric Medulloblastoma, one of the most lethal forms of **childhood brain tumours**. It hopes to raise \$500,000 for more fundamental research into the causes of brain tumours in the next 12 months.

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Media are invited to attend the 4th Annual Gala ball of the Cure for Life Foundation™ on May 6 at the AJC at Randwick by prior reservation.

For all media enquiries or to attend the Cure for Life Foundation Gala Ball on 6 May contact:

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