

DATE 24 November 2010

media release

## **Our Kids Sing All Year for OUR KIDS**

*Launch of Our Kids 2010 Calendar and Christmas CD on Wednesday 25 November, at Invercauld House, Invercauld Rd. 10.30 start.*

Now in its eighth year, the Our Kids Calendar will be launched tomorrow, as well as the second Our Kids Christmas CD, which is a professionally produced and superbly packaged Christmas CD featuring the talent of over 100 local students singing Christmas Carols.

Five Local High Schools participated in the Christmas CD, with each song being recorded at the Southern Cross University recording studio using the local recording talent of Brendan Waters, Mic Deacon from Southern Cross University and the Production students at the University.

The project was photographed by Ben Lynch from Blue Tulip Imaging and the CD packaging was designed by Lismore's Graphiti Design team, who also created the Our Kids 2010 Calendar.

"This is a wonderful community project celebrating the lives of local children," said Our Kids Fundraising Coordinator, Rebekka Battista.

"The Calendar's and CD COMBO sales raise vital funds to buy equipment for the Children's Ward and Special Care Nursery at Lismore Base Hospital.

"For the 2010 Calendar edition, twelve Northern Rivers children were chosen and photographed by highly-regarded press photographer, Jacklyn Wagner. After Jacklyn Wagner completed the shoot, graphic designer Soren Hjorth from Lismore's Graphiti Design laid-out the calendar and Shaun McGuinness from Lismore City Printery supervised the print job."

Rounding out the project, one set of the calendar images were framed individually and these photos have now gone on display at Lismore Base Hospital.

Local sponsors advanced booked a one-month sponsorship in this worthwhile community project. The sponsorship covered the full cost of the production, allowing all monies raised to go directly to Our Kids.

The Our Kids 2010 Calendar and Christmas CD will be launched on Wednesday 25 November at Invercauld House, Invercauld Rd. Starting time is 10.30am sharp, with the event lasting about one hour.

The Calendar and CD COMBO will be on sale after the launch at a retail price of \$20.00. This year our aim is again to be 'SOLD OUT' within a month.

They will be available throughout the North Coast and emailing the Our Kids office - [ourkids.LBH@ncahs.health.nsw.gov.au](mailto:ourkids.LBH@ncahs.health.nsw.gov.au)

**Sponsors of the Calendar and Christmas CD:** Local Directories, Blue Tulip Imaging, Albert Studios, Richmond Waste, Mayne Investments, Quota International of Alstonville/Wollongbar Inc, North Coast Radiology, Goonellabah Medical Centre, Southern Cross University, North Coast Financial Services, MacDonalds, Sullivan Nicolaides Pathology, Telstra Countrywide, Budget Eyewear, Quota International of Kyogle Inc., Graphiti-Design and Lismore Printery.

**Special Thanks to:** The Northern Star, the Northern Rivers Echo, NBN Television ABC North Coast

**Some places where they will be available in the next week:**

McDonalds in Lismore and Casino, Budget Eyewear, East Ballina Foodstore, Kyogle Dentists, Kyogle Pharmacy, Lennox Head Pharmacy, MacDonalds Pharmacy, Northern Rivers Echo, Scotts Newsagency, Scotts@ Molesworth, Book Warehouse, Angus and Coote, The Left Bank Café.

***For enquiries, contact Our Kids Fundraising Coordinator, Rebekka Battista on 6620 2705 or 0438 417 085.***

