

Media Release
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Perth 2011 Makes New Charity Partners' Christmas!

Perth 2011 recognises the tremendous importance of community health and safety, which is the foundation of its decision announced today to partner with two of the most relevant charities – Fremantle Sea Rescue and the Asthma Foundation of WA – to promote its community commitment.

Fremantle Sea Rescue is one of the busiest sea rescue groups in the world! With lead-up events and the Perth 2011 ISAF Sailing World Championships being held on Fremantle waters, their services are vital to the success of the world champions.

Perth 2011 Director Commercial Operations Darren Beazley said it is essential that the biggest and best sea rescue group in the country be a part of the largest and most exciting sailing World Championship Australia has ever seen.

“We will have more than 1,400 international competitors here in Perth waters. These are all top international sailors, but their safety is of paramount concern,” Mr Beazley explained.

“Unlike Australia, they may come from countries that are not surrounded by water and don’t have strong winds, so they aren’t used to the conditions that make Fremantle the world-class sailing venue that it is. An organisation such as Fremantle Sea Rescue will add an important element to Perth 2011.”

According to Fremantle Sea Rescue President Nick Hill, members take their responsibility to provide 24/7 coverage, 365 days a year seriously and regularly train to maintain the highest standards of skills, safety and professionalism.

Mr Hill explained that their partnership with Perth 2011 was an easy decision.

“We have an affinity with the World Championships and had already committed to assist in some capacity before this mutually beneficial opportunity arose,” he said.

“Together with Perth 2011 we hope to raise the awareness of safe boating practices.”

The Asthma Foundation of WA, similar to the sailing industry, focuses on good health and health prevention practices. It is a non-profit organisation dedicated to the alleviation of asthma as a cause of morbidity and mortality in the community. The Foundation offers education and support services for people with asthma and their carers, and funds local medical and scientific research into asthma.

Asthma Foundation WA Chief Executive Officer John Gummer is thrilled with the Foundation’s selection as an Aligned Charity for the outstanding Event.

“The Asthma Foundation of WA and the Perth 2011 ISAF Sailing Championships share core values and a vision for helping people breathe better. This new partnership will assist the Asthma Foundation of WA with improving asthma awareness in the community and will no doubt assist Perth 2011 in ensuring that the athletes, families, volunteers and spectators are all educated in the appropriate management of asthma,” Mr Gummer said.

The Asthma Foundation of WA has been supporting the Western Australian community for more than 40 years with education, advice and training in asthma management. The Foundation provides asthma first aid education and up to date training for health professionals and schools. The Asthma Foundation of WA also provides funding for Western Australian based asthma research.

The two Official Perth 2011 charities met the criteria of – having an alignment to maritime endeavours and the environment and the provision of a minimum number of volunteers to assist in the lead up to and at the Championships.

For more information please visit - www.asthmawa.org.au and www.searescue.com.au. A free Asthma Helpline is also available by calling 1800 645 130.

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