



MEDIA RELEASE

Monday 30th June 2008

PERTH PEOPLE PUTT FOR ASTHMA!

The Western Australian business community has been in a putting frenzy since the launch of the Asthma Foundation's Putt Away Asthma campaign on 12th June 2008. The campaign is the latest of the Foundation's fundraising initiatives and is open to all workplaces, community groups and interested parties who are keen to run the free in-house putting competition, designed to boost morale among friends and colleagues, while spreading the word about asthma.

The Putt Away Asthma campaign was launched at the recent *Have a Ball Doing Business*, Community Partnerships Breakfast that was held at the Government House Ballroom and guests were invited to have a putt and register for the kits. The prize and wrap for the campaign is a 'Putts, Pimms and Planes to Paradise' sundowner event on 5th September with the chance to putt-off and win a trip for two to Mauritius.

The CEO of Asthma Foundation of WA, Mr John Gummer says "The Asthma Foundation is very excited to have launched this new campaign and we hope that workplaces and community groups can get involved in this interactive fundraising campaign that is designed to boost morale among peers. It is hoped that through the various Putt Away Asthma competitions running in Perth, people will learn more about the serious and in some cases fatal symptoms associated with asthma".

Those registered in the Putt Away Asthma campaign have until the start of September to run their competitions and fundraise (through gold coin donations on putting attempt) – all groups will then be asked to drop their collection tin to a central point, whereby their fundraising efforts convert to two entries into the grand 'putt off' event to be held at Next Generation, Kings Park.

"Putt Away Asthma is designed to be functional in any workplace or group setting. All that is required for groups to participate is their own putter, their own rules and a free kit from the Asthma Foundation containing the putting cup, golf ball, collection tin, poster and leader board," he said.

Asthma affects 1 in 6 children under the age of 15 and is the leading cause of hospital admissions in children under 12. Asthma cannot be cured - but it can be prevented. The Asthma Foundation offers free personalised asthma education sessions. Members of the community are encouraged to access the Foundation's educational services to learn how to best manage asthma, especially throughout the winter period.

To join in the putting fun, please contact the Asthma Foundation on 9289 3670 to register for a free Putt Away Asthma fundraising kit and the chance to win a trip to beautiful Mauritius.

The Asthma Foundation is currently in its annual Donations Appeal and is asking the community to dig deep to support the vital work of the Asthma Foundation in providing educational services and funding medical research. For more information about the Asthma Foundation or to make a donation please visit the website www.asthmawa.org.au.

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