

Media Release

Friday, 11 June 2010

WOODSIDE AND FOOTY FANS UNITE FOR SURF LIFE SAVING

There will be a sea of purple hands out on Sunday to demonstrate support for Fremantle as they take on St Kilda, while providing important funding for Surf Life Saving emergency equipment.

Woodside, as a major sponsor of Fremantle, is using Sunday's match as a vital fundraiser for its first national community sponsorship – Surf Life Saving.

Woodside CEO Don Voelte said the opportunity to unite two of Australia's most iconic pastimes – footy and the beach – was too good to pass up.

"Australians love their football and Australians love the beach. As Australia's leading independent energy company we knew we could do something to benefit both," he said.

Before Sunday's match between Fremantle and St Kilda, Surf Life Saving and Woodside volunteers will be shaking collection tins and asking spectators to donate a gold coin for a purple hand. The funds raised will go towards purchasing Emergency Response Points for WA beaches.

Emergency Response Points are mobile emergency communication posts that can be placed at unpatrolled, remote or dangerous beaches and activated by the public should an emergency situation arise. These units cost over \$7500 each and Surf Life Saving is hoping to raise enough funds to buy at least four new units.

Also as part of the day, 2010 Kellogg's Nutri Grain Ironwoman Series winner and WA's own Alicia Marriott, will be on hand to assist with the fundraising efforts and will accompany Woodside CEO Don Voelte when he tosses the coin at the start of the game.

The fundraiser is a prelude to Surf Life Saving and Woodside planning a new sponsorship focused on sun protection. The sponsorship will see every patrolling surf lifesaver in Australia and every surf life saving club provided with sun protection at the commencement of the 2010-11 patrolling season.

Sun protection is a priority for both Surf Life Saving and Woodside, with both organisations focused on ensuring people are protected from the harsh Australian sun.

Surf Life Saving Group General Manager, Michael Hornby, said both the fundraising on Sunday and the planned new sponsorship was a great initiative. "We are excited to be supported by another iconic Australian organisation and hope that the relationship moving forward can assist in promoting important sun safety messages to the Australian community," he said.

Surf Life Saving has over 150,000 members with more than 40,000 members actively patrolling over 300 beaches around the country. Each year surf lifesavers and lifeguards perform more than 13,000 rescues while patrolling nationwide.

Photo opportunity: Woodside CEO Don Voelte, Surf Life Saving Ambassador Tom Williams (Host of Channel 7's – Surf Patrol) and Surf Life Saving Ironwoman Alicia Marriott, will meet 100 Surf Life Saving and Woodside Volunteers as they prepare to raise funds for vital emergency response equipment during the Fremantle vs St Kilda match.

Where: Gate 10 Subiaco Oval

When: 12.30pm, Sunday, 13 June 2010

Contacts:

Woodside

Roger Martin

W: +61 8 9348 4591

M: +61 413 018 674

E: roger.martin@woodside.com.au

Surf Life Saving

Maclain Bruce

W: +61 8 9243 9444

M: +61 423 104 916

E: mbruce@mybeach.com.au