

## The Alfred's Fathers' Day Appeal

The Alfred's Fathers' Day Appeal was rolled out in 2008 with a new sponsor and a host of components, old and new, that helped make this year's appeal one of the best on record.

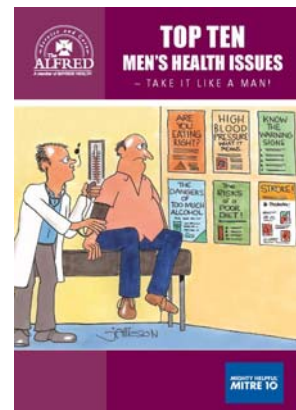
Now in its ninth year, The Alfred's Fathers' Day Appeal has become synonymous with raising awareness of men's health, and is the hospital's biggest fundraising event of the year. The funds raised from this year's appeal will be directed towards the redevelopment of the Burns Unit.

The key components of this year's appeal were:

### MEN'S HEALTH BOOKLET

The popular men's health booklet returned this year, with the top ten men's health issues being discussed in *Take it Like a Man!*

If you would like a copy, you can download a PDF from the Our Publications page, or call 03 9076 3222 to have sent to you in the mail.



### MCG TIN SHAKE 26TH JULY

Over 300 Navy personnel from HMAS Cerberus shook tins at the Essendon vs Collingwood match that was organised, in part, through the Rotary Club of Malvern. A record amount was donated at the game that drew 68,000 people!



### TV

The Sunday Footy Show crossed live to The Alfred twice on Fathers' Day, which featured staff, patients and celebrities at the hospital.

### 3AW OUTSIDE BROADCAST

An annual tradition of The Alfred's Fathers' Day Appeal, the 3AW team broadcast live from The Alfred:

Thursday 4 September:	8pm – midnight
Friday 5 September:	5.30am – 4am
Saturday 6 September:	6am – midday
Sunday 7 September:	6am – midday



### BUY A DAY FOR DAD

Kicking off its second year with a range of impressive bidding options, this year's experiences included joining the Garden Gurus for a backyard makeover, joining Aussie actor Jack Thompson at the premiere of his new film, Whale Dreamers and joining the President's Lunch at a Collingwood football game, heading into the change rooms pre and post match and watching the game from premium reserved seating.

## **SCHOOLS TIN SHAKE**

Wesley College, University High, St Michael's Grammar and Trinity Grammar students shook tins at Parliament station, Southern Cross Station, Flinders St Station and Flagstaff Station.

Connex featured an article in their newsletter that promoted the tin shake, and Metlink featured a similar article on their website. Both articles referenced The Alfred's Fathers' Day Appeal, proudly sponsored by Mitre 10.



The Alfred's 2008 Fathers' Day Appeal, proudly presented by Mitre 10 was a huge success, and The Alfred Foundation would like to thank all our valued supporters and sponsors for making this year's appeal so successful!