

## Community Digs Deep to Support Critical Care at The Alfred

The Alfred is delighted with the result of the Pin & Win promotion, which has raised over \$940,000 for the hospital's Intensive Care Unit over the 2007 and 2008 Melbourne Cup Carnival period.

Tens of thousands of supporters from the community embraced the campaign and purchased lapel pins from the Flemington Racecourse or TAB, Liquorland and Henry Buck's outlets across the state.

An army of over 300 volunteers – including Alfred staff, past patients, students and members of the general public – generously donated their time over the course of the four-day Carnival to sell the pins, and came from all corners of Victoria to help the hospital achieve its fundraising goals.

In addition to supporting critical care, those who purchased a lapel pin had the opportunity to enter the draw to win a range of prizes including the Ritzenhoff Volkswagen New Beetle Cabriolet, valued at \$41,000.



*A cheque is presented to The Alfred's Chief Executive, Jennifer Williams (second from left)*

The winner of the car was drawn on Emirates Stakes Day, and was Fernando Sandonato, a local from Watsonia who's no doubt going to be brightening up the streets and winning fans with his brand new, brightly coloured and instantly recognisable Beetle that features Ritzenhoff designs.

On behalf of The Alfred Foundation, a huge thank you goes out to everyone who gave up their time to be involved in the Pin & Win promotion. The success of the campaign was dependent on the highly motivated and dedicated team who assisted, and we are extremely grateful for the extraordinary efforts and enthusiasm that were displayed over the course of the Carnival.

### Special Thanks

The Alfred Foundation would also like to say a big thank you to:

- Victoria Racing Club – for the phenomenal support they have provided The Alfred over the last two years
- Ritzenhoff – for its generosity in providing the New Beetle Cabriolet as the major prize
- Hilton and TCL – for providing the second (holiday package) and third (LCD televisions) prizes respectively
- TAB, Liquorland and Henry Buck's – for assisting in selling the pins through their retail outlets
- Channel 7, Herald Sun, 3AW – Pin & Win media partners who helped promote pin sales
- Prime Focus – who provided the competition mechanisms



*Winner Fernando Sandonato in the driver's seat*