



MEDIA RELEASE

Date **22 September 2008**

COFFEE CLUB SIGNATURE BLEND A WINNER FOR SICK KIDS

Children's health dominates the thoughts of many adult Australians – whether it be their own children, their grandchildren, other family members or the health of children in today's society in general – it's a topic that most have a view on – and is most often shared over a cup of coffee.

The Coffee Club has been a long time supporter of The Royal Children's Hospital Foundation Queensland, making a significant difference to work of the hospital. With the amazing growth of the franchise outside of the Queensland state, the company has jumped on board to assist in the growth of CHFA through its national campaign *Changing Children's Lives* which will provide 30 cents from the sale of every 200g signature blend take home coffee tin, worth \$8.90, to aid sick children.

"Our vision is to end the suffering of sick children. The support that Coffee Club is extending to us is fantastic, and will enable us to support initiatives that generate breakthrough treatments and cures to make a difference in the lives of sick and terminally ill children in our hospitals. We should be all very proud of this partnership and the benefit it represents to our children", said Children's Hospital Foundations Australia National Director Nikki Johnston.

Children's Hospital Foundations Australia (CHFA) has been established to provide a national focus for five of Australia's leading paediatric hospital foundations that include the Royal Children's Hospital in Queensland, the Sydney Children's Hospital in New South Wales, the Royal Children's Hospital in Victoria, Princess Margaret Hospital in Western Australia and Women's and Children's in South Australia. The foundations are the fundraising bodies directly attached to each of the children's hospitals and are established to directly engage business and community support to raise much needed funds for sick and injured children.

By working together, the CHFA partners are able to raise funds nationally to provide research, education, entertainment, volunteers, resources for patients and parents and hospital services that otherwise would not exist. The Coffee Club campaign is testament to the benefits of this nationwide engagement and both parties look forward to this mutually beneficial relationship continuing.

For more information on CHFA please visit www.childrenshfa.com.au

All media enquiries to:
Melanie McKendry
National Business Development Manager
Children's Hospital Foundations Australia
Phone 02 9382 1831
Mobile 0413 837 070
Email melaniem@childrenshfa.com.au
Website: www.childrenshfa.com.au