

Give a Smile™ LAUNCH REPORT

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THE LAUNCH EVENT

Framed by the teeth at Melbourne's Luna Park, the Hon. Tony Abbott MP launch the ASO's Give a Smile™ programme on Wednesday 8 June 2005. Helping with the officialities of the launch was Federal President of the ASO Dr Ted Crawford and actor/comedian Mr Shane Bourne who was the MC for the event.

To celebrate the launch, the first Give a Smile™ patient, 10 year-old Emma, was presented with a commemorative package by the Minister and was joined by 160 school children dressed in red t-shirts to represent the number of patients who will be helped by the programme in its inaugural year.



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MEDIA

While the event was very successful, unfortunately Give a Smile™ did not receive the widespread media coverage it deserved.

On the afternoon prior to the event, we had confirmation from the three commercial television stations, as well as from the ABC that they were planning to attend the Give a Smile™ launch and had placed the event in their diaries. On the morning of the launch, all television stations had withdrawn; the reasoning for which we are at a complete loss – the Minister suggested that perhaps the news was “too good”!

The media coverage that Give a Smile™ has received to date is attached with this report.

We are pleased that Give a Smile™ will be publicised nationally on “GMA with Bert Newton” on Channel 10 on Friday 17 June in an interview with Shane Bourne. At this stage we believe Shane will wear a Give a Smile™ t-shirt and will present a Give a Smile™ t-shirt to Bert Newton. We have briefed Shane to mention the ASO, the programme’s spirit of goodwill and its significant community benefits.

At the next ASO Public Relations Committee meeting we will be discussing ways in which we can create and/or maximise future publicity opportunities for Give a Smile™.

The suite of media information that was prepared for the Give a Smile™ launch has been attached with this report for Federal Council’s reference.

Kind Regards



Sally Romano
Director
NewsReleaseXpress