



For immediate release
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Enormous hungry pink pigs to be set loose in Victoria

The five giant piggy banks at the heart of the 2008 Piggy Bank Appeal will soon visit over 160 locations around Victoria to raise funds for Very Special Kids. By joining in the fun and showing your support this September, Very Special Kids can continue providing vital services to Victorian families of children with life-threatening illnesses.

Note to media regarding the piggy banks

Fantastic photo and filming opportunities are guaranteed as people enthusiastically welcome the giant piggy banks to their local community. Creating a colourful spectacle, it brings about a joyous reaction from kids (both young AND old!) 'Oink' the pig will also be there, giving out plenty of hugs and balloons.

Penelope, Percy, Princess, Patrick and George are not your average piggy banks. They each weigh in at a whopping 700kg, and are almost 3 metres tall, 5 metres long and 2 metres wide. Vast in size, they also have a big responsibility - to bring home the bacon with bellies filled with donations for Very Special Kids. This year, the organisation hopes the annual Piggy Bank Appeal will raise more than \$1 million.

Each piggy bank will set off on a different trail throughout metropolitan and regional Victoria between Friday 12 and Thursday 25 September. At every stop along the way, volunteers will be collecting donations, answering questions about Very Special Kids and selling cute piggy merchandise, with most trail stops also hosting a fundraising event at the same time. For further details on the date, time and location of all piggy bank trail stops, please go to <http://www.piggybankappeal.org.au/InteractivePiggyTrailMap>

During last year's Appeal, the piggy banks travelled an impressive combined total of 5,016 kilometres and are sure to go the distance once again in 2008. With so many piggy trail stops scheduled, there are lots of opportunities to get behind Very Special Kids by giving a donation or purchasing the cool merchandise on offer. The range this year includes wrist bands, lapel pins, fluffy fridge magnets, stress pigs, pig tags, keyrings, lanyards, pens and piggy banks.

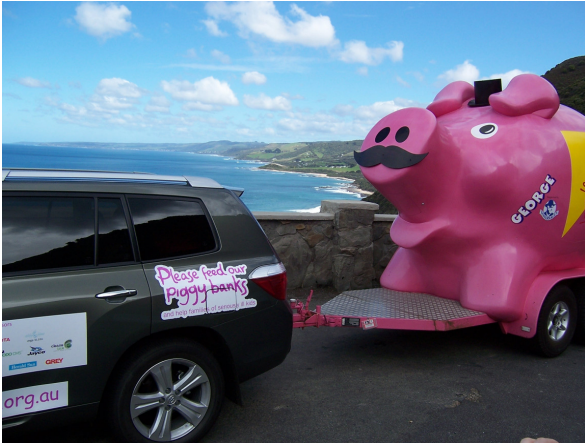
Very Special Kids provides counselling and family support, respite, transition and end-of-life care at *Very Special Kids House*, allocates trained volunteers to support families, and conducts sibling and bereavement support programs and family camps and activities. The organisation has offices located in Malvern (where the head office and *Very Special Kids House* are located), Ballarat, Brunswick, Frankston, Torquay Shepparton and Traralgon.

"Very Special Kids ensures families in Victoria are not alone as they face one of life's toughest challenges - caring for a child with a life threatening illness," says David Agnew, the CEO of Very Special Kids. "Currently, we have over 800 families across Victoria who rely on our support services and have access to *Very Special Kids House*, our children's hospice with 24 hour nursing care. The Piggy Bank Appeal is so important to all these families, and we hope you'll help us save up for something very special - enhancing the quality of life of children whose young lives are threatened, and their loved ones."

(Please see the next page for further information)

To arrange an interview with a family in your area who receive support from Very Special Kids,
or for more information on the Piggy Bank Appeal please contact Peta Levett
on 03 9804 6243, 0417 070 630 or email plevett@vsk.org.au

The Principal Partner of the Piggy Bank Appeal for the eleventh year running is Tatt's Group, a long-term supporter of Very Special Kids. Very Special Kids is also thrilled to welcome Metricon who, along with HBA and the Commonwealth Bank, are Major Partners of the Appeal.



There are several ways people can help improve the quality of life of a family caring for a child with a life-threatening illness. Merchandise can be purchased at any Tattersall's Outlet, Tatts Pokies Venue or Metricon display centre. Donations can also be made at any Commonwealth Bank or HBA branch, or anywhere you spot a bright pink piggy bank. Please contact Very Special Kids on (03) 9804 6222 to find out more or head to the website - www.piggybankappeal.org.au to pick up some merchandise or make a donation.

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