

## MEDIA RELEASE



## AUSTRALIANS ASKED TO RAISE A GLASS

*The RSL and Legacy partner again with VB for the second annual fundraising appeal*

**March 2010:** The Raise A Glass Appeal returns this April, a national initiative to raise vital funds for the welfare programs of the Returned and Services League Australia (RSL) and Legacy.

Developed in 2009 by the RSL National Executive, the Legacy Coordinating Council and VB, the Raise A Glass Appeal provides funding for practical and emotional assistance to serving and ex-service men and women, and the families of fallen veterans.

In its inaugural year in 2009 the Appeal raised \$1.1 million. This year, the Appeal aims to raise above \$1.3 million, with VB contributing \$1million as well as encouraging the public, customers and suppliers to also contribute as they did last year.

Leaders of the defence community including Rear Admiral Ken Doolan AO RAN (Rtd), National President of the RSL, David Kelly, National Chairman of the Legacy Australia Council, and General Peter Cosgrove AC MC (Rtd), are encouraging Australians to show their support.

Rear Admiral Ken Doolan AO RAN (Rtd) says: "The Raise a Glass Appeal provides an opportunity for Australians to reflect upon the sacrifices made by those during active service and very importantly, it is also a major source of funding that makes a real difference."

One hundred percent of funds raised by the Appeal are distributed between the RSL and Legacy.

David Kelly says: "The 2009 Appeal has allowed us to provide more than 2000 personal security alarms for elderly widows, camps for hundreds of junior Legatees, and provide respite and financial aid to thousands more families. I'm not sure the general public realise just how incredibly successful the Raise A Glass appeal was in 2009 and the incredible difference it made to people's lives"

"With Australia's continued support of the 2010 Appeal, Legacy will be able to significantly impact the lives of families suffering financial and social hardship from the loss of a loved one as a result of active service," added Kelly.

Legatee and former Chief of the Defence Force, General Peter Cosgrove, is supporting the Appeal again this year and will be visiting a number of communities as part of a national tour.

"The RSL and Legacy continue to be relevant and important welfare providers to the community. I urge all Australians to show their support and take part in this year's Raise A Glass Appeal" says General Cosgrove.

Australians are again invited to contribute their own tribute story on the Appeal's website.

General Cosgrove adds: "The goal is to collect hundreds of stories, adding to those we received last year. We encourage people to record theirs and spend time reading others."

"The Appeal is a worthy way in which VB can contribute significantly to the wider community and we're committed to ensuring it has a growing and lasting impact," says Paul Donaldson, VB Marketing Manager.

"The initiative builds on a long, informal association between VB and the Armed Forces. Part of the imagery of the Appeal is a genuine photo of World War II soldiers enjoying their ration of VB," says Donaldson.

The picture is of members of the 13th Platoon, D Company in the 2nd/1st Machine Gun Battalion stationed in Ikingi, Egypt, in 1941. VB is still sent to our armed services overseas.

For further information about the Raise A Glass Appeal please visit [www.raiseaglass.com.au](http://www.raiseaglass.com.au).

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