



Balloons to mark anniversary of Sam's death during anti-violence march in South Australia

Dozens of balloons with private messages of remembrance will mark the five year anniversary of the death of teenager Sam Davis and pay homage to others also impacted by violence as part of an anti-violence walk along the Noarlunga jetty on Saturday 4 May.

Sam's parents, Nat Cook and Neil Davis, established the Sammy D Foundation in memory of their 17-year old son Sam after he was fatally assaulted at a party in 2008 when he was king-hit and left on life support with serious head injuries

"This is not just a walk to remember Sam, but will also highlight the need to educate young people and the broader community about personal violence, the need for good decision making and ways to remain safe," Nat said.

"We are one of many families who have been affected by needless violence and this March gives people the chance to come together, share their experiences with others who have gone through similar circumstances and remember family and friends who have been lost," she said.

Nat said it was rewarding for Sam's family and friends to see something good come out of such a heartbreaking tragedy, with The Sammy D Foundation now one of the leading organisations of its type in Australia.

"We have been overwhelmed at the ongoing support from individuals, businesses and governments in helping us spread our anti-violence message and today more than 12,000 people in 220 education programs and community groups have participated in one of the Sammy D Foundation programs," Nat said.

Sam's father, Neil, said youth violence was something that had the potential to impact on every Australian, and the pain and suffering of victims and families was something that can be avoided.

"It is heartbreaking to lose a child, but to know that the way we lost Sam didn't need to happen and could have been avoided was something that no family should have to cope with," Neil said.

"It is important for every young person to be loved, supported, protected and have a positive role when they need it – so that they have the skills and confidence to avoid dangerous situations and how to respond if they are confronted by one," he said.

"Education is a critical part of tackling violence among young people because penalties and consequences are not front of mind for someone who is under the influence of drugs or alcohol in the early hours of the morning."

The Sammy D Foundation is currently working in partnership with State Government to develop a state-wide campaign designed to curb alcohol-fuelled violence within the community, especially in and around late night venues.

Contacts

Adam Thomson
Leverage PR
mailto: 0430420120