

LIFE EDUCATION LAUNCHES 10TH OCSOBER CAMPAIGN TO EXPAND HEALTH EDUCATION SERVICES FOR AUSSIE KIDS

Lose the booze in October to help Aussie kids Leading health education provider, Life Education, is calling on NSW residents to take a break from the booze this 'Ocsober' to help break the cycle of alcohol abuse and teach Australian children self-awareness and the dangers of drugs and alcohol misuse. For the 10th year, the Life Education's Ocsober campaign is rolling out in all major capital cities as well as regional centres throughout Australia. This year, Ocsober aims to reach the fundraising target of \$500,000 to fund Life Education's programs that are taught in more than 4,111 schools nationally. With more than 6 million Australians having gone through one of its programs, Life Education is the largest independent provider of health and drug education for Australian school children, fronted by its iconic mascot Healthy Harold. Since 1979, Life Education has been the true pioneer of healthy living education and with the support of their iconic educational mascot 'Healthy Harold' the giraffe, Life Education is well-recognised and respected organisation at schools and with Australian families. The Ocsober challenge will be a perfect opportunity to encourage participants to get fit and healthy, especially in the lead up to summer. As concerns continue to grow about cyber bullying, illegal drug use and alcohol consumption among young people, demand to increase awareness and education of these issues in our school systems has never been more evident. A recent survey by Life Education Australia has revealed that an overwhelming 95% of Australian parents rated online safety as "very important", with illegal drugs, learning and resilience and alcohol ranking highly on their list of issues facing Australian children today*. Hunter Life Education Executive Officer Sarah Gray said that only \$26 is needed to service a student and give them access to Life Education's invaluable upper primary alcohol program. "At Life Education, we are determined to reach out to as many children as possible in metro and regional NSW. We are committed in creating and delivering life-changing programs for children, regardless of location, demographic or socio-economic status. "By providing the vital tools and information to the kids, we can empower Aussie children to make safe and healthy choices, now and in the future." Take a break from the booze to break the cycle of alcohol abuse and sign up for Ocsober in 2018 to help educate and empower more Aussie kids on how to make healthier and safer choices for their future. To register, visit www.ocsober.com.au About Life Education Life Education is Australia's largest provider of preventive health and drug education to school children. With the help of its iconic mascot Healthy Harold the giraffe, Life Education has been empowering children and young people to make safer and healthy choices for nearly 40 years. In NSW we work in more than 1800 schools and preschools, with approximately 300,000 school children participating in our program each year. Our 60 specially trained educators visit students via our 44 mobile classrooms. -ENDS- For further information or to set up an interview time: Contact: Lyn Thurnham lthurnham@thurnhamteece.com.au Phone: 02 49616010 or 0418 490989 www.lifeeducation.org.au *Life Education Online Poll, February 2018

Contacts

Tara Fohmsbee
02 49616010
<mailto:tfohmsbee@thurnhamteece.com.au>