



Santa Launches Poll To Turn Green

92,000 votes lodged already with Green Switch just ahead

Santa Launches Poll on "Green Switch" 92,000 VOTES ALREADY Vote Now and See Poll Results www.greensanta.com.au North Pole Wednesday 23rd November: As Australia recovers from the OBAMA visit another far more popular figure at this time of year Santa has arrived to promote an environmental Christmas present " Backyard Bird Watching" and gauge community support for him to switch to a "Green Suit" Santa is running a poll on his website www.greensanta.com.au and with 92,189 votes counted the trend for a Green Santa is just 2679 votes ahead This a finely balanced vote despite the major focus on green issues such as climate change and a carbon tax. Visitors to the site are invited to vote for a red or green Father Christmas, one click for yes to the change to green ,sees Santa change color instantly. SANTA FUNDRAISING for people living with Younger Onset Dementia Santa is also using his www.greensanta.com.au website to help raise funds to support the services for people living with Younger Onset Dementia by Alzheimers Australia Vic. Alzheimer's Australia Vic has announced the release of a special edition of a new eBook 'Bird Watching in My Back Yard' that promotes bird watching as an activity for people with dementia, their carers and families as a way to keep loved ones' minds active and socially engaged. The eBook is also suitable for every Australian family who wants to involve their children in developing environmental life skills in their own backyard. The special edition is the brainchild of Ron Smith, a Melbourne based publicist who co-authored the eBook with Bob Winters, one of Australia's leading sustainability educators. "The online publication had been written as a conversation piece and designed as a project book for all Australian families,"Mr Smith said. "My personal experience with my father for over fifteen years provided the catalyst to look for a low cost, meaningful and peaceful activity which the whole family can join. This led to the creation of this special edition and fundraising program in support of Alzheimer's Australia Vic's Younger Onset Dementia program." "It is estimated there are 16,000 people under the age of 65 living with dementia in Australia and the purchase of this eBook will assist in providing vital support to those impacted," said Alzheimer's Australia Vic Chief Executive Officer, Maree McCabe. Santa's outfit may be up for change , one tradition remains safe as he appears on the site sitting in a comfortable big chair with the traditional milk and biscuits he is greeted with in homes around the world. Media Enquiries Green Santa Ron Smith 61+ 398185700 Australia Mob 0417 329 201 ronsmith@medialaunch.com.au Bird Watching In My Back Yard Special Edition