

# This World Health Day over 25,000 Early Learners across Australia are set to tune in and Namaste for Children in emergency care!

This World Health Day the World Health Organisation is inviting everyone to help build a fairer, healthier world.

Every year tens of thousands of children in Australia enter emergency accommodation – some arrive with only the clothes they are wearing. The process can be swift and traumatic, leaving children facing new and unfamiliar surroundings. Many will have experienced violence and suddenly find themselves separated from parents or siblings.

This is simply not fair!

That's why Little Rockers Radio and Alannah & Madeline Foundation are inviting early learning centres, family day care and families around the country to host their very own Buddy Yoga Class, pressing play for a purpose on World Health Day, Wednesday 7th April 2021, at 10am.

Encouraging the country to Namaste together, funds raised go to The Alannah and Madeline Foundations' Buddy Bag program - backpacks full of basic, essential items for vulnerable children in emergency accommodation.

"Alannah & Madeline Foundation is extremely grateful for the support from Little Rockers Buddy Yoga. This support for our Buddy Bags program helps vulnerable children entering into emergency accommodation, by providing them with a backpack of basic essential items on arrival. It is theirs to call their own, no matter where they go," says Lynne Kearney, from The Alannah and Madeline Foundation.

Designed to foster compassion, gratitude and strength in our early learners, this Biggest Ever Buddy Yoga get-together will lead children through an enchanted yoga sequence and soothing meditation, perfect for littlies (and biggies too!).

"We're responding to the WHO objectives by running a healthy campaign that supports children in need and are anticipating over 25,000 children will take part," says Sarah, founder of social enterprise, Little Rockers Radio. "It's a really cute, healthy way to make an impact!"

Little Rockers Radio and The Alannah and Madeline Foundation are delighted to be welcoming Goodstart Early Learning and their 671 centres nationally to the campaign.

"We are proud to be the major sponsor of Buddy Yoga. At Goodstart we're for ensuring the best outcomes for children right across Australia, particularly those in vulnerable circumstances.

It's a wonderful alignment with Buddy Yoga as we are equally passionate about physically active play in the early years which made the decision to be involved an easy one." Goodstart's Head of Marketing Tim Cochrane said.

"We're a not for profit organisation as well and we hope through our network of centres in every state we can help raise awareness and support to create some comfort for children entering emergency accommodation.

Also joining the campaign as Buddy Yoga HEAD YOGI is well known Australian family travel and lifestyle blogger, Jade from @mumwithwings, who found herself grounded from her role as an International Qantas Flight attendant due to recent world events.

Jade took the opportunity of being grounded in her community to create her kids health venture, Kids with Wings Yoga and has created and voiced a gorgeous friendship yoga garden class for the thousands of children to follow.

Registrations are now open via: <https://www.littlerockersradio.com.au/fundraising-with-little-rockers-radio> and we're asking all Early Learning Centres to Namaste with us for this important cause.

The details:

- World Health Day, April 7 2021, 10am
- Goodstart Early Learning and other Centres PRESS PLAY on World Health Day at 10am
- Individuals can also take part in their homes: Registration is \$10
- Early Learning Centres: \$25
- Listen via Little Rockers Kids Radio: Live Stream, Station Apps, iHeartRadio or TuneIn Radio.

Photo Opportunity: Children in Goodstart Early Learning Centre doing Buddy Yoga!

## World Health Day 2021

On World Health Day, 7 April 2021, the World Health Organisation (WHO) invites you to join a new campaign to build a fairer, healthier world.

As COVID-19 has highlighted, some people are able to live healthier lives and have better access to health services than others - entirely due to the conditions in which they are born, grow, live and work.

All over the world, some groups struggle to make ends meet with little daily income, have poorer housing conditions and education, fewer employment opportunities, experience greater gender inequality, and have little or no access to safe environments, clean water and air, food security and health services. This leads to unnecessary suffering, avoidable illness, and premature death. And it harms our societies and economies.

This is not only unfair: it is preventable. That's why Little Rockers Radio and The Alannah and Madeline Foundation are running BUDDY YOGA on World Health Day to raise funds for Children in Emergency Care.

### About The Alannah and Madeline Foundation:

The Alannah & Madeline Foundation is a national charity protecting children from violence and from bullying. The Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996.

The Foundation was launched in 1997 and has been operating for more than 20 years. The Foundation's key objectives are to care for children who have experienced or witnessed serious violence, reduce the incidence of bullying, cyber bullying and other cyber risks, and, advocate for the safety

and wellbeing of children.

Their programs are in one-third of all Australian schools, and more than 75 per cent of all Australian public libraries (reaching all 1,500 within the next three years). They support 10,000 children in refuges or foster homes across Australia every year and have reached more than two million children and their families nationwide since the organisation was established in 1997.

About Little Rockers Radio:

Little Rockers Radio is an online children's radio station playing favourites from The Wiggles, Play School, Teeny Tiny Stevies and more. Press PLAY any time day or night to listen to fun music, nursery rhymes, story time, lullabies and more.

Kids Radio is used as a platform for change. Little Rockers Kids Radio is a social enterprise with a simple mission. Every child has the right to be safe, happy and healthy and they exist to make this happen.

To date, the station, founded by Bentleigh Mum of two, has helped to raise over \$220,000 for charity.

Buddy Yoga is the concept of founder Sarah Morrissey.

About Kids With Wings Yoga:

Well known Australian family travel and lifestyle blogger, Jade from @mumwithwings found herself grounded from her role as an International Qantas Flight attendant due to recent world events.

Jade has taken the opportunity of being grounded in her community to start a children's Yoga hub in her home region on the Mornington Peninsula in Victoria, establishing kid's health venture, Kids with Wings Yoga in Mt Eliza.

Jade has joined this campaign as the Buddy Yoga Head Yogi. Jade has created and voiced a gorgeous friendship yoga garden class for the thousands of children to follow. Jade has practiced Yoga for over 10 years. She trained with @yogawithgeorgia to gain her 200hr Teacher Qualification in 2019 in between flying duties. In 2020 she trained with @zenergykidsyoga and is a qualified 95hr Children's Yoga Teacher. She currently teaches Kids Yoga at Lavana Yoga Studio in Mt Eliza twice a week and holds regular school holiday workshops. Jade lives the Yogic Values on and off the mat and believes that yoga has the ability to heal and help us all on our life journeys.

## **Contacts**

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