

Youngcare launches powerful news TV campaign

Critical lack of choice for young Aussies with high care needs

Youngcare launches powerful new commercial

Youngcare is thrilled to launch a powerful new TV commercial, which shines light on the critical lack of choice in care and accommodation for young Aussies with high care needs.

Due to air on the Nine Network in October, the emotive commercial features resident, Todd Winther whose frank insights highlight the plight of the 7,000 young Aussies understood to be currently living in aged care, as well as the 700,000 others being cared for at home by loved ones often with limited support.

Todd, who has cerebral palsy, said he felt privileged to be part of the commercial which demands greater choice, independence and dignity for young people with high care needs.

“Disability is not about a lack of physical movement; it’s not about a lack of intellectual ability; it’s not about the fact that you may not be able to talk – it’s about a lack of choice,” Todd said.

“What I’m most proud of with this commercial is that they’re my words and 100 per cent me. It’s my hope that this campaign will bring awareness for young people with high care needs, to help them to live the life that they want to live, how they want to live it.”

Youngcare Chief Executive Officer, Samantha Kennerley said the commercial rollout was an important platform for rallying the support of the community, businesses and governments to raise much-needed awareness and funds.

“Aged care is no place for any young person, but the lack of care and housing options for young Australians with high care needs is an issue that is solvable in our lifetime,” Samantha said.

“We are committed to seeing out our vision where every young person is living the young life they deserve, regardless of their care needs.”

Youngcare, which celebrates its 10th anniversary in 2015, is driven by its mission to deliver tangible solutions which create a real and immediate impact on the lives of young Aussies with high care needs, through accommodation, research, micro grants and a specialised telephone support service.

Youngcare's innovative approach to the delivery of specialist housing has seen the successful delivery of two industry leading buildings, with construction currently underway with the new Youngcare Share House in Brisbane and three more developments on the way in 2014-2015.

View the Youngcare TV commercial here http://youtu.be/qN6evh_oVWQ.

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