

**Media Release Template**

Media Release

(date)

**[suburb] Local Will Get a Big Chop For Aussie Kids**

**[Your name] of [Suburb] is hoping the community and local businesses will get behind her/his/their effort to raise funds for Variety – the Children’s Charity who give Aussie kids a fair go.**

On [date of haircut], [your name] is chopping off their long locks and donating them to Variety. The donated hair is sent to specialised wig makers who make wigs for those who have lost their hair due to a medical condition such as alopecia. The wigs give those in need more confidence and better self-esteem so they can feel like themselves again.

Variety is given money for the donated hair which goes directly back into Variety’s programs so [name’s] hair can help Variety help Aussie kids by providing practical equipment, programs and experiences to help overcome obstacles they face and live life to the fullest.

Erin, 13, was diagnosed with alopecia and within six months she was completely bald. Erin was granted a wig from Variety and reclaimed her confidence and self-esteem. “She just wanted to feel ‘normal’ again and the wig from Variety certainly made all the difference. Her confidence sky-rocketed,” Erin’s Mum, Maria, said.

Variety – the Children’s Charity CEO, David Sexton says people like [name] make a big difference for Aussie kids.

“Variety doesn’t receive any government funding so every wig and every piece of equipment granted to families is thanks to the amazing efforts of people like [name],” said Mr Sexton.

“We can’t thank people like [name] enough for their dedicated efforts to help us help Aussie kids.”

[Your name] has been growing their hair for [length of time] and will be donating [number of cm] to Variety. It means a lot to [your name] to be donating their hair because [insert why you’re donating your hair].

**To assist in [name]’s fundraising efforts visit [fundraising page]**

All funds raised will be donated to Variety – the Children’s Charity to help give Aussie kids a fair go**.**

For further information on Variety visit [variety.org.au/nsw/](http://www.variety.org.au/nsw/)

Ends.

[**name] contact:** [Adults name] [phone number]

**For more information about Variety – the Children’s Charity or the Wigs for Kids program contact:**

Zannie Abbott, Media Opps 0418 274 291

***About Variety - the Children’s Charity***

*Variety - the Children’s Charity is a community of hard working people committed to ensure all Aussie kids get a fair go. By providing practical equipment, programs and care, Variety helps kids in need overcome the many obstacles they face and join in with everyone else.*