



Circular 151:11:08

To: Club Presidents
Club Treasurers
Club Secretaries

Cc:

From: Guy Britt
Manager – Partnerships & Communications

Date: 26 November 2008

Subject: Life Saving Club Fundraising Opportunity

Action: No action required

It's back! The Great Australia Day Duck Race will return for a third year and be held on the Australia Day public holiday (Monday, 26 January 2009) on the Yarra River in Melbourne.

This year, you and your members have the opportunity to use the race to directly benefit your club by raising much needed cash to be spent however your club likes.

Imagine 30,000 yellow rubber ducks floating down the Yarra River, each vying to beat each other to the end of the 200-metre stretch, and win its owner a brand new Mitsubishi Lancer Sportback.

Last year's event was a fantastic success, thanks to the support from lifesaving clubs across Victoria in their promotion of the event and encouragement in the purchase of ducks, with 12,000 ducks sold. This year, clubs are encouraged to play a greater part and we are providing a direct financial benefit for your club when tickets are bought online.

By promoting the event at club houses, through word of mouth and within your local community, it will help LSV reach its goal of selling all 30,000 ducks. This year every duck purchased online using your club's promotional code will raise \$1 back for your club.

We will supply each club with a unique code which they can promote to their membership and beyond when selling ducks. When the code is entered to purchase online, the system registers the duck sale as yours and the money is set aside for your club.

You will be provided with flyers and some posters to get you started as well as online marketing collateral that you can send to your membership; please feel free to contact the LSV office for more flyers when your supply is exhausted.

Ducks will be available for purchase from the Life Saving Victoria website (www.lifesavingvictoria.com.au/duckrace) for \$5 per duck. Monies raised will assist Life Saving Victoria and its clubs' work in providing water safety for all Victorians and continue their proud century old tradition of lifesaving during the expected long hot summer.

Many thanks in advance for your support in what will surely be a great 2009!

For additional detail on this Circular contact: Guy Britt – Manager, Partnerships & Communications

Email guy.britt@lifesavingvictoria.com.au or by phone: (03) 9676 6974

Circulars are also available at www.lifesavingvictoria.com.au

Address: PO Box 353 South Melbourne DC 3205