



Circular 156:11:07

To: Club Presidents Club Secretaries

Cc:

From: Robert Cioffi – Manager, Commercial and Community Partnerships

Date: 15 November 2007

Subject: Promotion of the 2008 Great Australia Day Duck Race

Action:

It's back! The Great Australia Day Duck Race will return for a second year and be held on the Australia Day public holiday (Monday, 28 January) on the Yarra River in Melbourne.

Imagine over 20,000 yellow rubber ducks floating down the Yarra River, each vying to beat each other to the end of 200-metre stretch, with the owner of the winning duck receiving a brand new Mitsubishi Lancer ES!

Last years event was a fantastic success, thanks in no small part due to the support from all lifesaving clubs across Victoria in their promotion of the event and encouragement in the purchase of ducks.

Clubs can again play their part by promoting the event at club houses, through word of mouth and within the local community. We have provided each club with four bundles of flyers to get started; 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) at the bargain price of \$5 per duck. Monies raised will assist Life Saving Victoria's work in providing water safety for all Victorians and continue their proud century old tradition of lifesaving during the long hot summer.

Many thanks in advance for your support in what will surely be a great 2008!

**For additional detail on this Circular contact: Robert Cioffi – Manager,
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