

# WE LIFE WITHOUT BARRIERS VE

## **MEDIA ALERT**

11 September 2017

**WHAT: Life Without Barriers and Ashgrove Cheese Announce Launch of a New Foster Carer Recruitment Campaign**

**WHEN:** 11am – 2pm, Tuesday 12<sup>th</sup> September 2017

**WHERE:** Meadow Mews Plaza, 102-106 Hobart Rd, Kings Meadows

**BACKGROUND:** Life Without Barriers have joined Ashgrove Cheese to launch a new statewide recruitment campaign as part of year's Foster Carer's Week 10<sup>th</sup> – 16<sup>th</sup> of September 2017.

The campaign will see 10,000 Ashgrove Milk bottles wear a small neck-tie to raise awareness of the need for new Foster Carers in Tasmania to help with the growing demand from those seeking support.

This is the first time a recruitment drive of this kind has been conducted in Australia, and it is hoped that it will inspire those thinking of becoming Foster Carers to take the next step.

Life Without Barriers' staff and representatives from Ashgrove Cheese will be on hand to announce the launch of the campaign and available for interviews at the event.

**Media RSVP:** Media are requested to register their interest with Kris Gardiner via [Kris.Gardiner@lwb.org.au](mailto:Kris.Gardiner@lwb.org.au) or call 0484 635 927

**About Life Without Barriers:** Life Without Barriers (LWB) is one of Australia's largest leading social purpose, not-for-profit organisations, working in more than 300 communities across all states and territories. Its main areas of operation includes support to people with disability, children, young people and families, Aboriginal and Torres Strait Islander people, refugees and asylum seekers, older people, and people who are vulnerable to social exclusion.

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In the spirit of Reconciliation, Life Without Barriers acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of this country, and their connection to land, water and community. We pay our respect to them, their cultures and customs, and to Elders both past and present.