

WE LIFE WITHOUT BARRIERS VE

MEDIA RELEASE

12 September 2017

LIFE WITHOUT BARRIERS JOINS WITH ASHGROVE CHEESE TO LAUNCH FOSTER CARER RECRUITMENT CAMPAIGN

Life Without Barriers has joined forces with dairy and cheese-making icon – Ashgrove Cheese to launch a new and very special recruitment campaign ahead of this year's Foster Carer's Week.

Looking very dapper, Ashgrove Cheese's Milk bottles will wear a neck tie to raise public awareness of the need for new foster carers as part of a state-wide drive starting on 10th of September.

It's a promotion that Life Without Barriers' Tasmanian Regional Manager, Melinda Ferrier hopes will inspire those considering becoming foster carers to take the next step.

"Carers are very special people, offering nurturing family environments and a sense of safety that is missing for most young people at risk," Melinda said.

"Sadly the growing demand from those seeking the support means it has become important to find the next generation of dedicated volunteers.

"Through this campaign with Ashgrove Cheese, we are working together to inspire those who are contemplating becoming foster carers to do something about it and contact Life Without Barriers to talk with our staff."

Ashgrove Cheese Chairman, Paul Bennett said the company was very proud to support life Without Barriers through the neck-tie campaign.

"Community, what is a life without community supporting each other," Paul Bennett said.

"Ashgrove would just not exist without our community; the team of locals from farm to factory and the people who purchase our milk each day.

"It's the least we could do, you know it takes a whole community to raise a child, and we are delighted to help Life Without Barriers get this important message out."

Tasmanian residents will start seeing the first of 10,000 well-dressed bottles in the supermarkets shortly, with the campaign expected to continue over the next 2 weeks.

Melinda Ferrier urged anyone wanting to get further information about foster care ahead of the campaign should contact Life Without Barriers on 1300 592 227.

Life Without Barriers
352 King Street
Newcastle NSW 2300

T: 02 4033 4500
E: info@lwb.org.au
W: www.lwb.org.au

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.

WE LIFE WITHOUT BARRIERS VE

“If you have already made the decision then call us,” Melinda said.

“Our staff can provide you with all the information and support you need to become a foster carer, and join those who already have discovered the overwhelming satisfaction that comes with making a significant difference in the life of young person.”

END

Media Enquiries

Kris Gardiner

Deputy Manager PR and Partnerships - Life Without Barriers

E: Kris.Gardiner@lwb.org.au

T: 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.