

Media release

2010 BMW Caulfield Cup Pin & Win Partner Announced

The Epilepsy Foundation of Victoria has been named as the official charity partner of the 2010 Caulfield Spring Racing Carnival BMW Pin & Win program.

All proceeds from sales of the BMW Caulfield Cup lapel pins in the lead-up to and during the 2010 Caulfield Spring Racing Carnival will go directly to the Epilepsy Foundation of Victoria.

Epilepsy is a disorder of brain function that takes the form of recurring seizures. It is estimated that approximately 4 percent or 220,000 people living in Victoria will have epilepsy in their lifetime.

The Epilepsy Foundation of Victoria provides support for people living with epilepsy and their families to help them achieve their goals. Services include information, advice, support, epilepsy counselling and practical assistance as well as training, research and advocacy on behalf of people with epilepsy.

“The Epilepsy Foundation is thrilled to be working with the Melbourne Racing Club on the 2010 Pin & Win program,” said Epilepsy Foundation CEO, Mr Graeme Shears.

“It is a wonderful opportunity to not only raise funds for our services, but to build understanding about the condition, which is greatly misunderstood in the community.”

The Melbourne Racing Club is also delighted to have appointed the Epilepsy Foundation of Victoria as the official Pin & Win Charity, according to CEO Mr Alasdair Robertson.

“The Club is looking forward to working closely with the Epilepsy Foundation and offering assistance to them in creating greater public awareness about epilepsy.”

The major prize is ‘The Ultimate Racing Experience’ package for the Boxing Day Meeting, Saturday, 26 December 2010. The packages includes ten (10) invitations to the Official MRC Committee Room Luncheon, naming rights to a race and a behind the scenes tour of the racecourse, valued at \$10,000.

The 2010 BMW Caulfield Cup lapel pins cost \$5 and they go on sale from Monday, 14 June. Pins can be ordered by visiting www.caulfieldracing.com.au/pinandwin.

Epilepsy Foundation of Victoria provides support for people living with epilepsy and their families to help them achieve their goals. Our services include information, advice and support, epilepsy counselling and practical assistance, as well as education and training, research and advocacy on behalf of people with epilepsy. We work to raise awareness of epilepsy in the community to reduce the stigma and create a more welcoming and inclusive society.

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For further media information contact:

Julie Stephens, Stephens Public Relations
Tel: 03 9391 4603 0413 119 673

Graeme Shears, Epilepsy Foundation of Victoria
Tel: 9805 9111

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