

Media Release



To: Chief of Staff / News Editor
For Release: Monday 24 April 2006.

Do more than just remember this ANZAC Day

The Returned & Services League of Australia (Queensland Branch) is appealing to Queenslanders to give this ANZAC Day in memory of those who have served our country in war and peace.

The RSL (QLD Branch) has established the Eternal Flame Foundation (EFF) to meet the increasing welfare needs of our ageing veteran community and to assist those who may not be entitled to benefits from other sources.

In support of the EFF charitable foundation, Clemenger BBDO, a Sydney based creative design entity, has produced a heartfelt advertisement which depicts the sacrifices our Diggers made fighting for Australia.

RSL (QLD Branch) Marketing & Community Relations Manager, Kathy Davis, said the advertisement reminds us that ANZAC Day is for commemoration and reflection.

“The concept is powerfully emotive and we are grateful to Clemenger BBDO for providing this creative ad as a community service to the RSL,” she said.

“Many Diggers cannot afford the care and services that could alleviate their suffering and the Eternal Flame Foundation will assist these veterans by providing direct funding and welfare assistance.”

Tax deductible donations can be made directly to the Eternal Flame Foundation by phoning 1800 775 753 or online at www.rslqld.org

This year, the RSL proudly celebrates 90 years of care, commemoration and community involvement, public support of the Eternal Flame Foundation appeal is critical.

They gave a lot, please give a little

LEST WE FORGET

PLEASE NOTE

The attached PDF is a low resolution version of the ad for viewing purposes only. To organise a high resolution version resized, please contact Mr David Tomkins, Art Director from Clemenger BBDO on (02) 9925 5346 immediately, or on 0411 811 264 over the weekend.

FURTHER INFORMATION

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