

MEDIA RELEASE

KENNEDY AWARDS FORMS PARTNERSHIP WITH REDKITE

The Kennedy Awards for Excellence in NSW Journalism has announced a major partnership with Redkite - a national charity which has supported children and young people with cancer and their families for more than 30 years.

"We are extremely proud to be the nominated charity of the esteemed Kennedy Awards," said Monique Keighery, General Manager of Partnerships and Marketing at Redkite.

"Every day four families in Australia are told the devastating news their child has cancer. Currently, only around half are aware that Redkite's essential support is available to them. Our partnership with the Kennedy Awards will help raise vital funds as well as awareness to ensure Redkite can be there for more families with vital emotional, financial and education support."

"Redkite receives no government funding and relies entirely on the generosity of our incredible donors and partners to extend the reach of our important programs", said Ms Keighery.

Kennedy Awards charity director Rebecca Richardson said the late Les Kennedy would be proud to know his legacy now includes assistance in combatting the disease which claimed his life in 2010.

"Last year the Kennedy Awards raised more than \$100,000 for indigenous students, and we are delighted this year to have the chance to help very ill children and their families," Ms Richardson said.

"Les Kennedy died after a very short battle against cancer and I know his family is comforted to know his legacy is helping kids in their fight for life."

This year's Kennedy Awards will be staged in the brand new Australian Turf Club ballroom at Royal Randwick in Friday, August 9th.

Entries close July 1 for all work completed in the current financial year.

For gala tickets and awards entry go to www.kennedyawards.com.au

All inquiries, including sponsorship opportunities kennedyawards@gmail.com

