



THE KENNEDY AWARDS

MEDIA RELEASE

May 16th, 2014

Kennedy Foundation now a registered charity

The Kennedy Foundation has been officially registered as a charity, to provide financial support and other assistance to news media professionals facing hardship.

Less than two years after the *Kennedy Awards for Excellence in NSW Journalism* were launched, to mark the first anniversary of Les Kennedy's death we have been certified by the Australian Charities and Not-for-profit Commission.

Kennedy Foundation Chairman Mr Peter Ryan said it will support those in need from all sections of the news media industry.

"Whether it be illness, injury, the loss of a family member or unemployment – the Kennedy Foundation will be there to help in some way - with compassion, in the strictest of confidence" Mr Ryan said.

The foundation and awards are named after the legendary Sydney crime reporter, Les Kennedy, who died of cancer in August 2011 at the age of 53. The awards also present an annual opportunity to honour the memories of other greats in our industry, including Paul Lockyer, Gary Ticehurst, Cliff Neville, Sean Flannery, Peter Ruehl, Peter Harvey and Harry Potter.

On the day we farewell our beloved brother Harry Potter at St Marys Cathedral, we would like to pass on our deepest condolences to his family. In 2013 Harry received a standing ovation as the inaugural recipient of the Kennedy Award for Lifetime Achievement.

The Kennedy Foundation could not have happened without the dedication of our passionate volunteers and the financial support of our generous sponsors.

Our generous sponsors and partners are led by NRMA Motoring and Services, and include Pelikan Artline, makers of the magnificent Spirax trophies, Carnival Australia and P&O Cruises, Racing NSW, Kennedy's Law Firm, the Australian Turf Club – hosts of the 2014 awards, Coles, Destination NSW, Seven Network, the Nine Network, Network TEN, the ABC, Sky News Australia, Echo Entertainment – The Star, NSW Health, Sky Sports Radio, Sita Australia, Fairfax Media, ANZ Stadium, the ATP World Tour, the Australian Hotels Association (NSW) and One Big Switch.

Apart from administering a benevolent fund, the Kennedy Foundation will provide financial support to the children's cancer charity Redkite and the Aboriginal Medical Service.

The Kennedy Foundation was registered as a charity with the pro bono legal expertise of the law firm Kennedys and the support of Racing NSW.

“Our thanks go to Kennedys and Racing NSW for the expert legal support and advice they provided over several months to see the Foundation through to its establishment as an official charity,” Mr Ryan said.

Mr Ryan pointed out that the three-year partnership with the NRMA - the first overarching sponsorship since the Kennedy Awards began - and the NRMA's continued support of the Kennedy Awards had played a major role in establishing the Kennedy Foundation as a registered charity.

Entries are now open across 33 categories, registered via kennedyawards.com.au and accepted by email only at kennedyawards@gmail.com by close of business July 1 for work in the current financial year.

Tickets are also on sale at kennedyawards.com.au for this year's Black-tie Awards Ceremony, to be staged in the Australian Turf Club's Royal Randwick Grand Ballroom on Friday, August 8th.

The 2014 sponsorship package, all the award categories, history, tributes, news releases, videos and photos of the Kennedy Awards can be also be found on our website.

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