



MEDIA RELEASE

21 September 2011

Walk to Remember - 16 October 2011

In recognition of International Pregnancy & Infant Loss Remembrance Day, SIDS and Kids Victoria and SANDS Victoria will this year once again present the annual Walk to Remember. The Walk will be held at 11.30am on 16 October 2011, commencing at Palms Lawn, Albert Park Lake, Albert Park, Melbourne. Members of the community, families and friends are invited to join in this walk in memory of the precious babies and children who left this life too soon.

Many people's lives have been touched by the loss of a child, either during pregnancy, at birth, just after birth or beyond. The Walk to Remember gives bereaved parents, their families and friends the opportunity to commemorate the lives of babies and children in a supportive and caring environment with others who have taken the same journey.

Please register by Wednesday 12 October. Bookings are essential:

- To register via SIDS and Kids, visit www.sidsandkidsvic.org or call (03) 9822 9611
- To register via SANDS (Vic), visit www.sandsvic.org.au or call (03) 9899 0217.

Participants are encouraged to arrive at 11am. The walk commences promptly at 11.30am and is approximately 5km long. After the walk there will be a free sausage sizzle for participants. At 1.30pm there will be a memorial balloon release.

In the lead up to the event registrants can help raise funds for SIDS and Kids or SANDS (Vic) via Everyday Hero. Links to the relevant fundraising pages at Everyday Hero are available on both the SIDS and Kids and SANDS (Vic) websites.

- ENDS -

Photographic opportunity: Balloon Release at Albert Park Lake

- At 1.30 pm a balloon release will be held in memory of babies and children. The balloon release will take place at Palms Lawn. Please contact either of the PR representatives below if you wish to send a photographer.

For further information contact either:

- Miranda Bozic, Manager - Marketing, Corporate Relations & Fundraising, SIDS and Kids Victoria, Tel: (03) 9822 9611, Mobile: 0418 102 892
- Jenny Mina, SANDS (Vic) Public Relations Manager, Tel: (03) 9899 0217, Mobile: 0424 423 562.