MEDIA RELEASE

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## Yoga Aid Challenge 2008 raises over $41,000 for Barnardos Australia

A team from child welfare charity, Barnardos Australia, joined some of Australia's die hard yogis when they participated in the wettest, coldest, though extremely rewarding, Yoga Aid Challenge 2008, in Sydney's Royal Botanical Gardens this week.

The Yoga Aid Challenge promotes the awareness of yoga in the community whilst raising money for local charities. This second year of Yoga Aid raised over $130,000 dollars for charity during 15 events across Australia on Wednesday 22nd October.

Barnardos Australia will receive over $41,000 to contribute towards programs that aim to protect Australia's most vulnerable children.

The unseasonal wet weather posed a challenge to the event program, and instead of the planned 108 sun salutations at sunrise, the over 200 yogis, led by some of Australia's best yoga teachers, huddled together on stage to perform 108 om's.

"The Yoga Aid Challenge continues to grow every year and demonstrates the power of community and how through yoga individuals can develop on a personal level whilst supporting charities like Barnardos," said Bill Petch, Marketing Manager of Barnardos Australia. "It was wet, it was cold, but it was nothing short of inspiring."

"Every two minutes or the equivalent of four om's, an Australian child is reported as neglected or abused," added Petch. "At Barnardos we believe that every child deserves a childhood and clearly so do all those who supported Yoga Aid. On behalf of the children Barnardos supports I would like to thank all the yogis who participated this year, and their sponsors, for their generosity in producing such an incredible result."

"The Sydney event illustrated the giving nature of the Australian Yoga community; we had over 200 people attend on the coldest day in October in over 30 years. All around Australia the Yoga community united for the Yoga Aid Challenge, it was a delight to be part of such an occasion," said Clive Mayhew, founder of the Yoga Aid foundation.

For further information, photos or to make a donation visit: www.YogaAid.com.au

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**For more information contact Emma Lipscombe, PR & Events Officer at Barnardos on 0412 468921 or email events@barnardos.org.au.**

**Notes for editors:**

Barnardos Australia is a non-government, non-denominational child welfare charity that has been helping children in need for over 120 years.

Barnardos is one of the largest children's charities in Australia, caring for children at risk of abuse and neglect. The work of Barnardos Australia focuses on the prevention of abuse and entry into care. Children of all backgrounds and cultural heritage are helped through a range of welfare programs including crisis care, family support, counselling and permanent foster care.

Barnardos' vision is that all children and young people will have caring families, in which they can grow up safely and reach their full potential supported by quality services and engaged communities.

For more information visit: www.barnardos.org.au.