MEDIA RELEASE

Wednesday, 9th November 2010

Barnardos
We *believe* in CHILDREN

Salute the sun for charity; it's not too late to register for this free event, Yoga Aid 2011

Get out your yoga mat, practice your downward dog and support Barnardos Australia by joining yoga leaders, enthusiasts and celebrity yogis around the country in the Yoga Aid Challenge 2011 on 12th and 13th November. To complete the challenge, participants take part in a two hour yoga practice, led by some of Australia's best yogis.

Craig Foster, SBS commentator, and Brett Kirk, former Sydney Swans Captain, join Barnardos in the fight against child abuse, check out their yoga warm up session to inspire you to **register today**, it's not too late to take part in Australia's largest FREE 2hour yoga workout!

The Sydney event will be held in the Royal Botanical Gardens, at the bottom of the Fleet Steps, Mrs Macquarie's Road from 8:00am, join Brett Kirk as he shows his support for the work Barnardos does with abused, neglected and disadvantaged children.

"Yoga, community and charity can be a powerful combination and provide the perfect incentive to get out, make the most of life, the day, the friendship and camaraderie. Appreciate all you have whilst fundraising for Barnardos," says Brett Kirk. "Every dollar raised will go to help some of Australia's most vulnerable children and young people."

It's FREE to join in the fun because the organisers at Yoga Aid believe the money raised can go further towards helping their charity partners. There are 31 venues nationwide, so regardless of where you live or your level of yoga, there is bound to be a Yoga Aid event near you.

Now in its fifth year, The Yoga Aid Challenge promotes the awareness of yoga in the community whilst raising money for local charities. Barnardos Australia is once again one of the partner charities of this Giving4Living movement that last year raised over $80,000 for the disadvantaged, neglected and abused children Barnardos cares for.

"We would like to thank Yoga Aid for again choosing Barnardos Australia as a beneficiary of this unique event," said Bill Petch, marketing manager, Barnardos Australia. "Holding the events over the weekend allows more people and their families the opportunities to participate and raise funds that will give some of Australia's most disadvantaged children a brighter future."

"Every two minutes – the equivalent of two sun salutations – an Australian child is reported as neglected or abused," added Petch. "If no-one provides these children with the basic protection they need, how can they grow up to reach their full potential? At Barnardos we believe in the capacity of each and every child, no matter their circumstances."

Due to the success of the initial Australian events, the enjoyment of participation in the wonderful global yoga community, Yoga Aid has expanded the events internationally with events taking place in America, Japan, Canada, Thailand, Bali, Italy, India, Hong Kong and the UK.

To register to support Barnardos Australia at a Yoga Aid event near you visit www.yogaaid.com.au

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For media enquiries or to arrange a photo opportunity please contact Emma Lipscombe on 0412 468921, email: elipscombe@barnardos.org.au.

Notes for editors:
Barnardos is a non-government, non-denominational child welfare charity that has been helping children in need for over 120 years.
Barnardos Australia is one of the largest children's charities in the country, caring for children and young people at risk of abuse and neglect. The work of Barnardos Australia focuses on the prevention of abuse and neglect and entry into care. Children and young people of all backgrounds and cultural heritage are helped through a range of welfare programs including crisis care, family support, counselling and permanent foster care.*Our 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.