

MEDIA RELEASE

3 March 2010

EASTERN SUBURBS RESIDENT INSPIRING FINANCIAL SECTOR TO DIG DEEP FOR RESEARCH

A Bellevue Hill resident is inspiring the best minds in the financial sector to dig deep in support of research into cerebral palsy, the most common physical disability in childhood.

The *Bulls & Bears Trophy Charity Golf Day* on 18 March will raise vital funds for the Cerebral Palsy Foundation to support research into the prevention and cure of cerebral palsy.

Bellevue Hill resident John McCarroll, from JBWere, initiated the *Bulls & Bears Trophy Charity Golf Day* nine years ago. He made the Cerebral Palsy Foundation the major beneficiary of the event after being inspired by a family whose son has cerebral palsy.

'I attended a Cerebral Palsy Foundation event and was really moved by the family's story about their son and their life dealing with cerebral palsy', John said.

'We decided to direct money from Bulls & Bears to the Cerebral Palsy Foundation because we liked the idea of helping researchers find the prevention and cure of cerebral palsy.

'Bulls & Bears is an annual event, and we aim to raise sufficient funds each year to support one researcher to undertake a year's work into the causes of cerebral palsy', he said.

In 2009, funds raised through the event were used to create the first Bulls & Bears Researcher – Dr Alicia Spittle from the Murdoch Children's Research Institute. Dr Spittle received a Post Doctoral Research Scholarship to assist her research looking at the brain development of premature babies and how early intervention can make a difference.

This year over 30 golf teams will take part in the Ambrose Event that tees off around midday and continues into the evening. The event has been designed so players can go to work in the morning and play golf in the afternoon.

'Last year, the golfers were very moved when 10 year old Natasha, who has cerebral palsy, came to the golf club to meet them', John said. 'Natasha has been through numerous operations and has difficulty walking, sleeping, writing and eating.

'Times have been tough lately for many industries. However, it's not until you meet a child like Natasha, who is always bright in the face of adversity, that you realise we should take time to assist those in need where we can, and play some golf to raise money for this vital cause.

'It's heartening to know that we are providing children like Natasha with hope for the future.'

You have the opportunity to be involved and help make a difference to the lives of children with cerebral palsy, by entering a golf team or becoming a main sponsor.

Golf Team and Sponsorship Opportunities:

For further information on how to become involved contact Event Management:
John Craig - (02) 99070000 john@atozmarketingservices.com.au

MEDIA CONTACTS

Janine Jones – Marketing and Communications Manager - 9479 7245 / 0407 066 813
Jennifer Durante – Media Coordinator - 9479 7257 / 0419 802 602

The facts of cerebral palsy

- Cerebral palsy (CP) is the most common, physical disability in childhood
- CP is a permanent disability that affects movement
- CP results from damage to the developing brain, usually before birth
- In Australia, 1 in 400 babies is diagnosed with CP
- There is no known cure and, for most, the cause is unknown
- People with CP may also have seizures, and sensory and intellectual impairments