



Feb Free

MEDIA RELEASE

Give up a vice for February. Educate a St Jude's child for life.

GIVE UP FOR GOOD THIS FEBRUARY

Monday 30 January 2012

Individuals and teams around Australia will be asked to give up a 'vice' for the month of February to support the 2012 Feb Free campaign and help raise much-needed funds for The School of St Jude in Tanzania.

Participants can now register as individuals or teams at www.febfree.com.au and start inviting friends, family and other supporters to sponsor their efforts. The campaign officially begins this Wednesday 1 February.

The beneficiary of Feb Free - The School of St Jude - was founded by Australian woman Gemma Sisia and provides quality free education to almost 1600 of Tanzania's poorest children.

Now in its third year, Feb Free 2012 is set to be the biggest campaign yet and is supported by a group national ambassadors including author and media personality **Peter Fitzsimons**, professional surfers **Owen Wright** and **Laura Enever**, 2011 Masterchef contestant **Alana Lowes** and iron woman **Hayley Bateup**.

Feb Free spokesperson Jill McKay said participants could choose anything to 'go free' from this February.

"We're asking individuals to give up a vice for the month of February, whether it's your daily coffee, chocolate, beer, Facebook, gossip magazines or even TV," Ms McKay said.

"All funds raised will go directly to The School of St Jude in Tanzania to help fight poverty with education. The school provides free education for children who don't get the opportunity to have a vice, let alone give it up for a month.

"Feb Free is also a great opportunity to try to stick to that New Year's resolution you may be struggling with. By giving up a vice, you can improve your own health or well being, and make a difference in the life of a child in Tanzania," she said.

To register or donate to Feb Free visit www.febfree.com.au

Media note: Feb Free spokesperson Jill Mc Kay, and ambassadors Owen Wright, Laura Enever, Alana Lowes and Hayley Bateup are available for media interviews.

MEDIA CONTACT

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About Feb Free

Now in its third year, Feb Free asks individuals & teams to give up for good and go without a vice for the month of February. All funds raised go directly to the School of St Jude in Tanzania, to help fight poverty with education. The School of St Jude was founded in 2002 by Australian woman Gemma Sisia. Go to www.febfree.com.au for more information.



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