



## MEDIA RELEASE

### **GE Money and Ardoch Youth Foundation bring a taste of the Australian Open to the students of Richmond West Primary School.**

**18 December 2008**

**RICHMOND WEST:** Official lender of the Australian Open, GE Money brought the excitement of Grand Slam tennis to the students of Richmond West Primary School today by staging the 'Australian Open Day' at the school with community partner Ardoch Youth Foundation.

The school at 25 Lennox Street, Richmond, Victoria resonated with tennis and healthy living as students enjoyed physical activity, healthy food, prizes and 'big event excitement' at an event specially designed to give them an idea of the event and reinforce valuable healthy-living skills.

The school is part of North Richmond public housing estate where 68 per cent of families are eligible for Education Maintenance Allowances (EMA) and 88 per cent of students are from non-English speaking backgrounds. Ardoch Youth Foundation links schools, corporate organisations and communities, generating resources to support and facilitate projects that assist young people and their families, including those experiencing disadvantage, to be in school.

"GE Money and Ardoch Youth Foundation have operated a corporate-community partnership since 2001, so sharing the joy and healthy living messages of the Australian Open with members of our local community, particularly those who might not normally be able to easily access it, is a very important part of our Australian Open sponsorship and helps us salute the great work that these organisations do that makes a real difference in people's lives," explained Mike Cutter, CEO and President of GE Money Australia and New Zealand.

During the day's events at Richmond West GE Money volunteers ran outdoor activities with a tennis focus and distributed fruit kebabs with students and staff to reinforce healthy living. GE Money presented the school with 260 ground passes for students to take their new-found enthusiasm for tennis to the next level by attending the big event at Olympic Park in January.

"The Australian Open sponsorship enables GE Money to continue to help bring Australia's passion for tennis to life for millions of fans in Asia-Pacific's grand slam event. Our company's involvement with our community partners on days like today also provides significant opportunities for our staff volunteers to contribute to causes in a meaningful way," explained Mr Cutter.

The Australian Open Day at Richmond West primary is just one of three major community initiatives that GE Money is conducting during the Open this year.



## GE Money Australia and New Zealand

Sunday, 24 January is 'GE Money Charity Day' where the company will celebrate the outstanding work of its community partners, the Women's Cancer Foundation, Bone Growth Foundation and Ardoch Youth Foundation, through complimentary use of the GE Money marquee. The day will include entertainment, Garnier pampering, mingling with Australian Olympic champions and ground passes which allow our community partners to recognise their patients, employees supporters and volunteers with a corporate hospitality experience.

In addition, Wednesday 28 January is 'GE Money's Ardoch Cup Day' where icons of Australian tennis will host tennis clinics for youth through the Ardoch Youth Foundation. This will enable kids and their families to play with and learn tips from their tennis heroes on the actual courts of the Australian Open and then cheer on executives from GE Money as they take on the pros for the 'Ardoch Cup'.

"Our community events during our 2009 Australian Open sponsorship forms part of our strategy to make stronger connections with our three million local customers, hundreds of business and retail partners, 4,200 employees through our 130 branches, community partners, and to continue investing as the leading retail and consumer finance company in the region," Mr Cutter added.

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### **Media contact**

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### **About GE Money**

GE Money Australia and New Zealand is part of the global GE Money business, which operates in 55 countries around the world. GE Money offers a broad range of innovative finance products in Australia and New Zealand – personal loans, credit cards, insurance and interest-free promotional and retail offers. GE Money also owns the Australian Financial Investments Group (including Wizard Home Loans) and is proud to be Money Magazine's Finance Company of the Year, 2005 and 2006. More information is at [www.gemoney.com.au](http://www.gemoney.com.au)

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### **About Ardoch Youth Foundation**

Ardoch Youth Foundation has been helping make education a reality for children since 1988, recognising that issues relating to family breakdown, social disadvantage and the migration experience can make learning difficult. Ardoch works in collaboration with business and community to implement learning and welfare programs and help schools generate the resources needed to keep kids at school. For more information visit [www.ardoch.asn.au](http://www.ardoch.asn.au)