

MEDIA RELEASE

SHELBY'S DAY OUT SENDS STRONG SUICIDE PREVENTION MESSAGE

Cairns, 5th July, 2012 – Suicide prevention will be one of the key messages at Shelby's Day Out, to be held on July 14.

Marking what would have been Shelby Fullalove's 21st birthday, the event, which will be held at the JCU Student Bar at Smithfield, will feature a range of entertainment for all the family including sausage sizzle, live music, jumping castle, games, raffles and more.

There will also be a free after party at the Sportsbar from 7pm to 12am, at 86 Sheridan Street featuring live DJs Swoop, Iniko and Ashmo.

Shelby's mother Jodi Kensley said the event would celebrate Shelby's life. "My daughter's life was tragically taken by her depression in February this year when she was just 20 years old.

"We want to celebrate what would have been her 21st birthday and also get the word out on suicide prevention in far north Queensland."

Ms Kensley said she wanted to let young people know there are organisations and people who will help and listen. "There is always help out there, our kids just need to know where to turn," she added.

She said support from the community had been overwhelming when putting this event together, with many donating prizes to be raffled on the day.

"There will be live entertainment, face painting, toad racing, jumping castle, free games, story telling, sausage sizzle loads of raffles and more."

All proceeds raised on the day will go towards the Dr Edward Koch Foundation to help contribute towards its suicide awareness and prevention activities.

Businesses supporting the event include Advertise Cairns for Advertising, AJ Hacket Bunjy Jump, Barrier Reef Jumping, Barron River Hotel, Brothers Cairns, Cardzilla, Cazaly's, Great Adventures Green Island, Kennedys Retravision, Ocean Spirit Cruises, Ochre Restaurant Piccones IGA, Salt House, Sauce Restaurant, Skyrail Skyrail Smithfield Shopping Centre, Sugarworld, Tjapukai, Vibe, Vickie Glover and Wink 2.

Contact Lifeline on 13 11 14 or Kids Helpline on 1800 55 1800 if you are in need of immediate assistance. For more information or to arrange a photo contact Jodi Kensley on 0416 844 689.

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Fast Facts

When: Saturday, 14th July

Where: JCU Student Bar

Time: 10am–6pm

Price: \$10 for adults and \$5 per child (lucky door prize will be a \$200 dinner voucher at Ochre Restaurant)

About the Dr Edward Koch Foundation

The Dr Edward Koch Foundation is a non-profit organisation, established to focus and support public health activities in north Queensland. It was registered as a public company with limited liability on 26 March 1997, but its first project was approved and funded in October 1996. The Foundation is closely associated with Queensland Health's Tropical Population Health Unit, the University of Queensland Cairns Campus, and James Cook University. Foundation Objectives include promoting and initiating innovative preventative and educational programs to improve the health of the community and supporting and conducting health research and development projects