



# ALH Christmas Appeal Media Key Messaging

## Helping kids in hospital this Christmas

### Campaign Key Messages:

- The most precious gifts don't often come neatly wrapped – through special moments and memories, the Children's Hospital Foundation helps make hospital feel more like home for families.
- Your support of the Children's Hospital Foundation helps to fund special moments like a family photo with Santa, a response to their letter from the North Pole or a gift on Christmas morning.
- Last Christmas, Children's Hospital Foundation helpers delivered over 4,000 gifts to sick children and young people across Queensland.
- No child wants to be in hospital for Christmas. Every December, the staff at Queensland Children's Hospital work tirelessly to get as many sick kids as possible home for Christmas.
- Through funding new therapies like immunotherapy and supporting ground breaking research, the Children's Hospital Foundation can help get kids home for Christmas.
- Immunotherapy is globally recognised as an important new approach to cancer treatment. Your support of the Children's Hospital Foundation can help give kids with cancer every chance to access this much-needed treatment.

### Background Information:

- Your support of the Children's Hospital Foundation helps fund cutting-edge equipment, vital research and on the ground support for sick children and their families across Queensland and northern New South Wales.

- Children’s Hospital Foundation proudly support and work alongside the Queensland Children’s Hospital and state-wide with Children’s Health Queensland – playing an important part in what has become one of the world’s best paediatric hospitals.
- There are many ways to fundraise for the Children’s Hospital Foundation this Christmas – you could host a Christmas raffle, a Christmas bake sale, hold a toy drive in your workplace or decorate your house with lights.
- To donate or for more information, head to [childrens.org.au](https://childrens.org.au).

**Handy Tips:**

- Majority of the time, interviews are not live. Please take your time to respond and feel free to re-start your answer if needed.
- It sometimes helps to repeat the question before you respond.
- At the end of the day, you are the expert on your event. Speaking authentically is always best!