

Thursday 27 November 2008

Canberra business sponsors Galilee's Christmas Appeal

For the first time, Canberra not-for-profit organisation Galilee will be able to reach more Canberrans and ask for their support thanks to a television and print campaign created by the generous sponsorship of a handful of Canberra businesses.

Starting this week, Galilee will run a print and television advertising campaign created by Canberra's Grey advertising, Eye Candy Animation, SilverSun Pictures, Bearcage and Sydney's AudioBrien.

"Galilee has never before been able to afford television advertising and we are indebted to Grey, Eye Candy Animation, SilverSun Pictures, Bearcage and AudioBrien for making it all possible," Galilee CEO Dr Robert Jansen said.

Galilee's first ever television commercial will screen on WIN TV in November thanks to the generous sponsorship of three Canberra businesses and WIN TV. A team from Grey visited The Galilee School and Grey's General Manager, Warren Apps said the team at Grey were moved by the opportunity to support disadvantaged Canberran children and young people.

"We wanted people to realise that this is a local problem - there are kids right here in Canberra who have no family and no home," Mr Apps said.

"We wanted to make people feel good about doing good. There are plenty of good people out there who would be glad to help Galilee – all these television commercials had to do was offer them that opportunity."

After deciding upon animation for the commercial – because it is difficult to use child actors or foster children in the media - Grey called on Canberra's longest standing, award winning animation studio, Eye Candy Animation, to draw the characters. With Leunig-like simplicity and a sepia palette of colours, Eye Candy designed a family that appeals to the hearts of Canberra people who have thought about becoming foster carers. With a beating, bright red heart given as a gift by a foster parent to a child at her doorstep, the message and emotion of the animation is powerful.

"The use of the visual heart device was a simple way to tell a story; that love is a powerful force that changes lives. We give love to people every day, to our partners, our family, our friends, even our pets... and that if we can direct just a little of that love to a child in need, it'll make all the difference," Mr Apps said.

Eye Candy Creative Director Rachel Johnson said it felt good to give time to the cause.

“I feel as though fostering a child is a huge commitment, and I’m not sure that I could do it myself. So it is good to be able to contribute in some way,” Ms Johnson said. Together with her husband Damian Stocks – Eye Candy’s Managing Director – she felt an affinity for the Galilee cause partly because they have a three-year-old son.

“To think of our little boy in this situation would break our hearts, but also makes us very glad that Galilee is there to help,” Mr Stocks said.

Canberra’s largest full-service film, video, interactive and television production house, Bearcage, carried out the sound mix for the ads while Canberra-based Production and Post-Production house SilverSun Pictures carried out the edit of the 15 second ads and distributed the dubs.

“We do partnerships with the community sector because we believe it is important to recognise that business plays a role in building a stronger community,” Bearcage Managing Director Michael Tear said.

Two ads were created – one promoting the work of The Galilee School and calling for donations and the other calling for people to become Galilee foster carers.

The final piece in Galilee’s television commercial sponsorship puzzle came together when WIN TV put the first ad to air – boosted effectively by a two-for-one deal. WIN TV Canberra’s Station Manager Corey Pitt said it was important for WIN Television to support quality community initiatives.

“We are both proud and excited about the partnership we have created with Galilee. They are truly a wonderful group and fulfill an integral role in our local area,” Mr Pitt said.

The foster care commercial debuted on WIN on Sunday 23 November, with the Galilee School ad due to air soon – both until the end of January 2009.

Galilee has provided quality care to Canberra’s children and young people for more than 20 years. Galilee facilitates foster care for babies to teenagers, a High School for disadvantaged students as well as Indigenous specific and homeless youth skills programs.

Ends...

Galilee will launch its first ever Christmas Appeal calling for donations and more Canberra foster carers at the Lotus Room, Canberra Southern Cross Yacht Club at 6.30pm for 7pm tonight (Thursday 27 November).

All media are invited.

Media contact: Chris Ryan, Galilee Media and Communications 0408 688 026