

MEDIA ALERT

MEDIA EVENT DETAILS:

Launch of Cerebral Palsy Awareness Week (2 – 8 August); meet Imran Ariff – an aspiring web designer and CP Week Perth-O-Nality who will be launching National Cerebral Palsy Awareness Week’s ‘You Be the Difference’ Online Campaign using his toes as he does not have use of his hands.

Time: 10.15am (for a 10.30am start)

Date: Monday 3 August, 2009

Location: The Centre for Cerebral Palsy, 106 Bradford Street, Coolbinia.

Interview opportunities:

- Judy Hogben, Chief Executive Officer of The Centre for Cerebral Palsy
- Andrea Williams has over 15 years experience in the disability field as a Occupational Therapist and manages The Centre’s innovative Consultancy Service, CP Tech
- Imran Ariff – CP Week Perth-O-Nality
- Other CP Week Perth-O-Nalities

Photograph & Vision Opportunities:

- Imran and other CP Week Perth-O-Nalities who have volunteered to share their inspirational journeys as part of the National ‘*You Be the Difference*’ Campaign
- Film Imran launch the Campaign with his toes
- Preview the ‘*You Be the Difference*’ website
- Learn about innovative new technology that will make it possible for CP Tech to install a mobile phone into Imran’s wheelchair that he can access with his toes
- Watch the Cerebral Palsy Awareness Week Advertisement ‘Building Futures’

ALL MEDIA INQUIRIES:

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