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MEDIA RELEASE



Deaf Children Australia launches Women's Liberation Lottery

A world's first Women's Liberation Lottery is being launched by Deaf Children Australia in the gardens of Deaf Children Australia, 597 St Kilda Road on Saturday 14 October 2006.

Deaf Children Australia created the lottery to raise \$1 million to build a house for isolated deaf and hearing impaired children.

Commencing on the steps of Flinders Street Station at 12 noon, you are invited to join the women's liberation rally as they march down St Kilda Road, terminating at Deaf Children Australia for the lunch celebrations, which will commence at 1pm.

The celebrations promise a wonderful line up including a spit roast lunch, wine, music and inspirational speeches. 3AW personalities Mike Brady, Lisa Edward and Dennis Walter will perform their most popular songs between 1 and 3pm. The CEO of Deaf Children Australia and mothers of deaf children will be sharing their personal stories of raising a deaf child. Entertainment for children includes an animal farm, jumping castle, face painting and soccer games.

The women's liberation lottery aims to improve life for all women by liberating them with fantastic prizes including a trip to Tuscany, your mortgage paid off or your household bills, groceries and petrol paid for five years. It also gives them the opportunity to choose 5 out of 12 prizes to the value of \$1,000,000. Early bird prizes will be drawn every week until 24 December 2006.

CEO of Deaf Children Australia, Damian Lacey says, "Buying a ticket will not only improve the lives of women; it will also give deaf and hearing impaired children who are living in isolated areas the chance to access vital education services they desperately need and allow them to fulfil their true potential."

Deaf Children Australia - formerly VSDC Services - has been providing information, advocacy, support services and educational resources to enrich the lives of deaf and hearing impaired children and young adults for 144 years. Deaf Children Australia represents the needs of 16,000 deaf and hearing impaired children throughout Australia.

To buy a Women's Liberation Lottery ticket, call 1300 667 728 or visit www.liberationlottery.com. Proceeds will go towards a home for deaf and hearing impaired kids.

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