CELEBRITY GOLF CHALLENGE RAISES RECORD FUNDS FOR HOLIDAY CAMPS

TAYLOR HENDERSON ROCKS SOUNDPOINT
JOIN Sony Foundation AMBASSADOR

JOHN AND JOG FOR HOLIDAY CAMPS

That’s right, rugby legend John Eales is captaining the Sony Foundation City2Surf Team this August, to raise funds for the Children’s Holiday Camp Program. We are encouraging everyone to pull on their sneakers, start training and join in the fun at City 2 Surf 2014! Plus, if you raise more than $400, we’ll even pay for you to come along.

Joining us is as easy as...

1. Registering online at www.city2surf.com.au (you can click the JOIN NOW button. In doing so, you will be able to raise funds for Sony Foundation’s Children’s Holiday Camp Program)

2. Joining the Sony Foundation Everyday Hero Fundraising Team at https://city2surf2014.everydayhero.com/au/team-sony-foundation by clicking the JOIN NOW button. In doing so, you will be able to raise funds for Sony Foundation’s Children’s Holiday Camp Program

3. Start raising money!

If you raise $400 or more, you will receive:

- Two tickets to the Sony Foundation City2Surf Gala Night at The Rocks in Sydney
- A Sony Foundation running singlet
- Your entry fee (this will be reimbursed upon your reaching $400)

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Get in touch with karen@sonyfoundation.org.au for more information

Dear Friends of Sony Foundation,

I would like to invite you to join me in running the City2Surf to raise funds for Sony Foundation’s Children’s Holiday Camp Program for children with special needs.

As a special ambassador of the Foundation, I will be joining a group of children with special needs as we run, walk, half and full the 14km from the Sydney City to Bondi Beach. These children, many of whom have had the chance to attend a Sony Foundation Children’s Holiday Camp, are being given the opportunity to participate in a fun day that may have otherwise been deemed too hard.

The Children’s Holiday Camp Program is incredibly special. It sees Year 11 and 12 students, from high schools all around Australia, take on the role of full time carers for children with special needs. The camps are located at host schools, and are supported by volunteer medical staff.

Sony Foundation began funding a single camp in Sydney in 1999. Since then, it has grown exponentially, with the Foundation committed to funding 25 camps in 2014. This will give hundreds of families much-needed respite as their children experience the holiday of a lifetime.

John Eales
The Ferrari Racing Days zoomed into Sydney from April 11 to April 13 and put You Can in the front seat. The Ferrari Racing Days, which were being held in Sydney for the first time, were filled with Ferrari races, demonstrations, hot laps, driver experiences, world class displays and plenty of revving! Together, Sony Foundation and Ferrari worked to raise funds for a much-needed youth cancer centre in Sydney.

A special group of young people took part in the weekend’s activities, as Ferrari gave our You Can Champions the chance of a lifetime. Sony Foundation’s You Can champions, who are young patients aged 16-25 currently undergoing treatment in Sydney, had the chance to ride in Ferraris on the morning of Saturday April 12, as a 150-car cavalcade of Ferraris drove from Glebe Island to Sydney Motorsport Park. The young patients and their siblings all hopped into their exclusive rides on Saturday morning, to the deafening roar of 150 Ferraris starting their engines at once. Following the drive to SMP, the group was given a VIP tour of Pit Lane with one lucky young patient given the chance to do some laps of the course in the Ferrari Safety Car.

Sony Foundation was involved in a number of activities over the weekend, including the Opening Party on Friday night at the Opera House and at the Closing Party on Sunday night at the Museum of Contemporary Art. You Can Champion Jason Carrasco silenced the room at the MCA on Sunday night as he spoke of his battle with cancer, his struggle to deal with the passing of his best friend Cass Nascimento and why You Can is a cause so close to his heart.

At Sunday night’s closing party, Sony Foundation held a live auction, hosted by Jason Roses, to raise funds for the Sydney You Can Centre. Incredible prizes including a trip to Abu Dhabi with flights, a signed Hublot Wall Clock and a behind-the-scenes X Factor Grand Final experience were auctioned off and a silent auction, with highly coveted items including a race suit signed by Fernando Alonso, was held. Thank you to everyone, including drivers from Japan, Dubai and New Zealand, who rallied together to support the Foundation, raising a staggering $73,000 for You Can. It was a remarkable achievement.

Sunday night’s closing party also saw Sony Music artist Samantha Jade perform, ensuring the drivers and owners let their hair down after a weekend behind the wheel.

For three days, Sydney was treated to the unmistakable roar of Ferraris across the city. For our young cancer patients, it was an experience they will never, ever forget.

Left page top to bottom: Sony Foundation CEO Sophie Ryan with Ferrari Australasia CEO Herbert Appleroth. The sails of the Sydney Opera House were lit up in red on Friday night. You Can Champion Emma Kelly takes a ride in the safety car. You Can Champion Jason Carrasco with the boys. Right page top left: Sydney Motorsport Park was turned into a world of Ferrari for the weekend. Left: Samantha Jade had the crowd dancing. Below: Young cancer patients represent You Can at the Ferrari cavalcade.
Sydney celebs HELP RAISE RECORD $85,000 FOR HOLIDAY CAMPS PROGRAM

Sydney’s favourite celebrity golfers braved the weather in March to tee off and raise record funds for Sony Foundation’s Children’s Holiday Camps Program for children with special needs.

Sony Foundation supporters Karl Stefanovic, James Tobin, Danny Clayton, Tim Gilbert, Barry Du Bois and Adam Peacock teed off in the rain at Terrey Hills Golf Club in support of Sony Foundation and helped to raise $85,000 for the Children’s Holiday Camp Program.

James Tobin was the best dressed on the course with his bright ensemble but it wasn’t enough to distract Karl Stefanovic from the job at hand. Karl had one of the most powerful drives on the course and put it to good use! But no-one could topple the Sony Pictures Releasing team from their winning spot, as they took home first place for the second year in a row. Congratulations to Stephen Basil-Jones, Ian Mayer, Paul Johnson and Ken Druce.

Sony Foundation’s celebrity supporters and partners were taking part for a good cause – to raise funds for the Children’s Holiday Camp Program. These camps, which are hosted at high schools and universities around the country, see Year 11 and 12 students become the fulltime carers for children with special needs. The camps provide much-needed respite for the parents and families, who have often never spent a night away from their children.

They also provide the kids with the holiday of a lifetime and are life-changing experiences for the student carers. Father Peter Revelos, whose daughter Anastasia attended the PLC/SHORE Holiday Camp last year spoke of the difference the camp made to his daughter and how valuable a weekend of respite was to his family.

A number of Corporate Partners and Sony Companies took part in the day, which featured plenty of on-course activities (to help distract those who weren’t playing so well)! Thanks to all of our sponsors and the Sony Companies who helped make the day such a success.

The $85,000 raised will contribute to funding 25 Children’s Holiday Camps around Australia.

THANKS TO ALL OF THE TEAMS WHO DONNED THEIR WET WEATHER OUTFITS AND JOINED US FOR THE DAY!


Thank you TO OUR AMAZING SPONSORS

We couldn’t have done it without you:
- Terrey Hills Golf Club
- Fox Gordon Wines (see Page 1 for a special offer from our favourite winemakers)
- Clubwood Toyota
- Showgroup
- Bonville Golf Resort
- Cofts Harbour
- Cypress Lakes Resort
- Ferrari, Allianz Stadium
- SGO Trust
- World of Whisky
- Starbok Schnapps
- Santa Vittoria
- The Original Sin
- Brown Brothers, Arnette’s, Lipton Ice Tea, Red Bull, Mr Bisco's.
Young racing enthusiasts gathered together at Doltone House on Friday, April 11 to discuss The Championships, Sydney’s premier horse racing event. The Young Professionals in Racing lunch kicked off in style, with drinks on the turf alongside champion racehorse Takeover Target. Hosted by Jaimee Rogers and Ben Damon, the event raised $25,000 for Sony Foundation’s You Can program. It was a fantastic partnership encouraging young Australians to build a better future for their other young people with cancer.

Racing fans from all over the state were treated to a Fashion Show, hosted by TODAY presenter and Sony Foundation ambassador Emma Freedman, a panel of racing experts previewing the headline Championship races and a charity Phantom Race called by Sky Racing’s Matt Hill.

Sony Foundation was the beneficiary of a very successful live auction, thanks to an enthusiastic guest who took on the role of auctioneer. Thank you to Sky Racing, Arrowfield Stud, Racing NSW, Gai Waterhouse and Allianz Stadium for your generous support.

The day provided a perfect segue into The Championships, which were held the following day at Royal Randwick Racecourse.

Sony Foundation is extremely excited about our partnership with YPR and looks forward to working again with the organisation to achieve a positive outcome for the You Can program.

It was touted as Sydney’s premier racing event and The Championships did not disappoint. Men and women from all over Sydney descended on Royal Randwick Racecourse across two Saturdays in April to enjoy the exciting addition to Sydney’s racing calendar. Thousands of these punters also helped to support Sony Foundation’s You Can program, which was the official charity partner of the prestigious racing event.

The Championships, which were held on April 12 and 19, partnered with Sony Foundation to raise $20,000 for You Can. All funds raised from the Pin and Win competition, through which racegoers purchased $2 pins trackside, were directed to build a state-of-the-art You Can Centre at Prince of Wales Hospital, located next door to the esteemed racetrack.

Sydney jeweller Nic Cerrone designed a limited-edition, Pink Argyle diamond commemorative pin which was also sold to VIPs and owners to raise funds for You Can. Only 20 of these unique pins were commissioned for The Championships.

Sony Foundation is grateful to The Championships and NSW Racing for stepping up to help build this new You Can Centre which will provide much-needed support for young patients battling cancer. Thanks must also go to TAB for their generous support.

Sony Foundation CEO Sophie Ryan, Takeover Target and Emma Freedman. Photos from top to bottom: Emma Freedman and Michael Brown hosted the Fashion Show. Guests discussed their racing favourites and analysed the form of recent horses.
Sony Music artist and Sony Foundation ambassador Taylor Henderson headed up to Goodna, Queensland on April 10 to throw a huge street party at SoundPoint, celebrating National Youth Week and the 18 month anniversary of SoundPoint Youth and Community Centre.

Taylor performed for hordes of screaming fans and local residents in what was the biggest celebration SoundPoint had seen since the opening 18 months ago! Partygoers were also treated to a rock-climbing wall, Youth Week activities, and performances from local artists and the MMAD Street Dreams Crew.

SoundPoint was built by Sony Foundation and The Salvation Army following the devastating Queensland floods of 2011 in an effort to reengage the community. It was built with a Sony Foundation donation of $2 million which was raised through the sale of Sony Music’s “FLOOD RELIEF – Artists for the Flood Appeal” CD released by Sony Music CEO and Chairman, Denis Handlin AM, shortly after the floods hit.

“SoundPoint is more than a building, it has become a beacon of hope for those affected by the floods, demonstrating the real and tangible evidence of the power of music in changing lives,” said Sony Foundation CEO, Sophie Ryan.

“It is a tribute to people’s strength and resilience and we are proud to be working with an extremely dedicated Salvation Army team, who are committed to generating hope and healing for the community.”

Congratulations to Gloria Nascimento, the mother of our beautiful You Can Champion Cass who sadly lost her battle with brain cancer last year. Gloria has been awarded the Barnados Australian Mum of the Year at a recent ceremony in Sydney.

“Unless you’ve been through it you don’t understand what these young people, and their families, go through,” Gloria said.

“They go through so much pain every day and they still manage to smile. If there’s someone who can support them and who can understand what they’re going through, then that can make a real difference.”

We have always believed wine is fashion and work to that principal daily, ensuring Fox Gordon delivers wines and a brand that we are truly proud to call our own.

Building a wine company of real integrity takes enormous commitment, investment, belief, passion and time. The owners of Fox Gordon would not have it any other way.

For a period of time Fox Gordon is offering Eight Uncles Shiraz and Sassy Sauvignon Blanc at 25% off the recommended retail price.

With every bottle sold, $2 will be donated to the Sony Foundation Australia.

For online orders go to foxgordon.com.au/sony or phone 8377 7707 and use the exclusive code word SONY.*

*Minimum order is 6 bottles. Offer is valid until 31/10/2014.