



**MEDIA RELEASE** - 12 March 2012

## **Sporting Heroes Answer the Call to 'Be Brave & Shave' At the TIO NTFL Grand Final**

**The Leukaemia Foundation's biggest fundraiser has attracted hundreds of Territorians from all walks of life, with many people planning to take part this week shaving, colouring and even waxing their hair for the *World's Greatest Shave* during March 15-17.**

Some very special participants include sporting heroes and the team from ALFNT, who will be taking on the challenge to 'Be Brave & Shave' at the Top End's biggest sporting match.

Saturday 17<sup>th</sup> March will see a clash of the Territory's top athletes at TIO Stadium in the TIO NTFL Grand Final. At half time there will be a 'hair-raising' event for the entertainment.

AFL legend **Michael Long** will make the first cut to shave the head of AFLNT CEO **Tony Frawley**.

NTFL champion and recently appointed CEO of the NT Thunder, **Jarred Ilett** will appear on stage wearing a crazy wig for the cause with his colleague Commercial Operations Coordinator, **Matt Argus** also stepping up for the big shave. Thunder mascot CRACKA is set to make the first cut for Matt.

In support of AFLNT staffer **Gaye Messer**, **Tracey Frawley**, wife of AFLNT CEO **Tony Frawley**, will have her head shaved on stage with the first cut coming from another footy legend, AFL Hall of Famer, **Dougie Hawkins**.

Each of these brave shavers has been busy fundraising and getting sponsored to raise funds for vital research into better treatments and cures and to provide free support services to Territorians with leukaemia, lymphoma, myeloma and related blood disorders.

"More than 11,500 Australians are projected to be diagnosed with blood cancer or related blood disorders this year – equivalent to one person every 46 minutes," said Simon Matthias, General Manager for the Leukaemia Foundation in NT.

"It's inspiring to have these top athletes and sporting heroes to come together for such a worthwhile cause – showing that anyone can be brave and shave."

"Blood cancer is now the second largest cancer killer in Australia. We are aiming to raise \$235,000 in the Northern Territory to help create hope for a brighter future and we need people of all ages and walks of life to take part at home, work or school," said Simon.

So far, the team from AFLNT have raised more than \$2,000. At the TIO NTFL Grand Final on Saturday 17<sup>th</sup> March, 50c from each entry will also be donated to The Leukaemia Foundation. Volunteers will be present and accepting donations at the entry gates and throughout the grandstands at half time.

You can sponsor the ALFNT team or sign up yourself at [www.worldsgreatestshave.com](http://www.worldsgreatestshave.com)

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