

Blue September 2010 Roundup

Blue September events dramatically increased in number and frequency this year, with public support building and awareness expanding. The facility on the website for registering your own Blue September event and purchasing a "blue kit" for a "blue note" (\$10) also proved to be a successful venture that was made use of throughout the entire month.

Across the Blue September month there were over 50 awareness and fundraising events registered on the website, but the total number of events for the campaign was in excess of 100.

The money raised this year will be used for research, education and supporting branches.

Some of the campaign highlights were as follows:

Blue September launch

31st August

Blue September 2010 launched in true blue style with a 'blue-tie' cocktail evening at SKYCITY'S Club lounge. The Sky Tower was lit blue during the course of the evening marking the start of a month turning blue for prostate cancer awareness. Comparing the evening was broadcaster Paul Holmes; however Mr Holmes was almost overshadowed by a compelling speech from television presenter and former Tall Black, Brendon Pongia, who was there with his wife Michelle. Michelle's father died of prostate cancer just a few years prior and Brendon shared of the devastating effect such disease can have if not caught early enough by a simple regular check up.



Iconic kiwi singer, Suzanne Lynch, then entertained the crowd with a couple of cheeky musical numbers, and then the crowd were in near hysterics as comedian Te Hamua Nikora hosted the charity auction. The auction raised over \$12,000 on the night. Throughout the evening, guests were offered complimentary Mackenzie's Pardon "Free flow Pinot Noir", a new label released by Siren's Wines specifically for the Prostate Cancer Foundation. Once released, proceeds from each bottle will go to the Foundation. Finally, to finish the evening a team from Pacific Cheerleaders performed a routine to launch the new Blue September song "Moon Comes Up".

John Bourne's Blue September Coastal Motorbike Tour

1st – 30th September

John Bourne is an enthusiastic volunteer whose daughter has been through breast cancer. John decided he would like to get involved and do something to support greater prostate cancer awareness and raise funds for the cause.

Subsequently he set about planning a coastal motorbike ride on his Harley Davidson down the length of New Zealand and back again throughout September. It was a well thought out and planned itinerary with Caltex sponsoring John for his petrol. Along the way various motorbike enthusiasts and Harley Davidson clubs joined John for legs of the journey. We promoted John's movements on the tour to local media along the way who responded well, giving some tremendous coverage to the tour nationwide.



A focus near the beginning of the ride was on Saturday the 4th of September where John made the journey from Orewa to Auckland's Fanshawe Street Caltex. Up to 80 Harley Davidson motorbikes accompanied John and it was an impressive sight as the bikes rumbled in for a blue BBQ. Riders could purchase a custom made Blue September leather patch to go on their jackets as a sign of their ride participation, with all proceeds going to the Prostate Cancer Foundation.

Blue Friday

3rd September

Blue Friday occurred at the beginning of the campaign this year which meant that promotional activity surrounding the day began early August. As such, the campaign's major awareness and fundraising day rocked to new heights, with dozens of events being organised across the country.

As always, PlaceMakers branches nationwide were a key contributor to the success of the day with Trade Breakfasts, shave offs and auctions occurring in Whangaparaoa, Albany, Mt Wellington, Waiheke Island, Westgate, Thames, Whakatane, Tauranga, Palmerston North, Blenheim – to name a few!

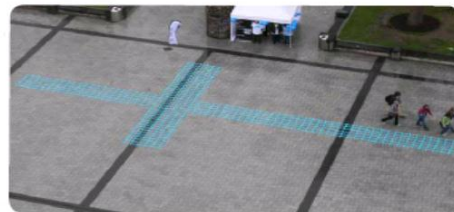
Other key highlights of Blue Friday included 'blue days' at all Western Milling factories, with workers wearing blue hair nets in support of the cause, along with the Watties Parnell fundraising BBQ and "Blue Fashion Parade" at the Warehouse Head Office, compered by Blue September ambassadors Kerre Woodham and Ido Drent.



Blue Cross Remembrances

3rd & 6th September

The Blue Cross Remembrance concept emerged out of the 2009 campaign where 600 blue crosses were displayed outside Te Papa. This year, we organised four blue cross remembrance events: Auckland, Wellington, Christchurch and Dunedin. The Auckland event took place at Queen Elizabeth Square at 12.30pm. It was attended by representatives from the Prostate Cancer Foundation along with Blue September ambassador Buck Shelford and his wife Joanne. The time of remembrance was commenced by a short Mihi by Ngati Whatua Kaumatua. Auckland Mayor John Banks also attended and gave a rousing address, followed by a few words from Buck Shelford.



The Christchurch installation began at 12 noon, with 600 blue crosses being displayed at Cathedral Square, along with a marquee displaying Prostate Cancer Foundation and Blue September signage and information. At 1pm, local Prostate Cancer Foundation member Ants Parder made an announcement over the loud speaker explaining what the crosses were about.

In Dunedin, the weather held up for a BBQ with blue sausages and a charity auction run by the local PlaceMakers. 600 blue crosses were displayed around the base of the Robbie Burns statue (which also sported a blue hat and scarf for the campaign). Wellington's event occurred on Monday the 6th to coincide with their street collection day.

Father's Day Golf Tournament

5th September

Angels For Action organised a Father's Day Golf Tournament at the Wattle Downs golf course in Manukau as part of Blue September. The event consisted of a 9 hole course with a fun challenge or activity occurring at each hole. 100 tickets were sold, allowing for 72 golfers and 28 non playing supporters. After the golf, a buffet dinner was provided as well as a prize giving and drawing of the raffle. Buck Shelford attended the day



and shared some of his personal cancer struggle with the men, urging them to get a preventative check before it is too late. All money raised went to the Prostate Cancer Foundation.

Fletcher Building & PlaceMakers Breakfast 8th September

A fundraising breakfast was hosted by PlaceMakers and Fletcher Building in Greenlane on the 8th of September which resulted in a cheque of \$130,000 being presented to Prostate Cancer Foundation President, Mark von Dadelszen and CEO, Keith Beck.

200 Fletcher Building and PlaceMakers customers attended the breakfast supporting Blue September and raising greater awareness among men of their prostate health. Guests were supplied with a fittingly 'blue' blueberry smoothie when they arrived and then treated to a gourmet breakfast. Broadcaster and sporting commentator Murray Deaker was MC for the morning and introduced a host of guests and Blue September ambassadors, including Buck Shelford, Steve Price and Sir Peter Leitch. All three men shared their personal battles with health and encouraged those men in the room to get over themselves and get a regular check with a doctor.



SKYCITY Poker Challenge of the Codes 9th September

Continuing on the event that was first run during the 2009 Blue September campaign, SKYCITY hosted the Blue September Challenge of the Codes annual poker tournament for the second time. The evening was bigger and better than ever before.

Five players each from Auckland Rugby and the Vodafone Warriors battled it out not on the field but on the poker tables to raise over \$19,000 for the Prostate Cancer Foundation of New Zealand. Each player was sponsored to compete in the tournament, with sponsors including Auckland Rugby, Vodafone Warriors, Coffee Club, Coverstaff Recruitment, Vodafone, Lion Red, Speights, Propella and SKYCITY.

SKYCITY'S General Manager of Casino Operations Ejaaz Dean opened the evening, followed by addresses from prostate cancer survivor and New Zealand's most famous poker player Lee 'Final Table' Nelson, and Ian Hedley from the Prostate Cancer Foundation.



Josh Kronfeld was there with a camera reporting for Sky Sport's "Rugby Centre". Players on the celebrity table included former All Black Frank Bunce, NZRL player Logan Swann and Target presenter (and poker player) Brooke Howard-Smith.

Vilagrad Winery

11th September

A Blue September 'blues' concert and dinner was organised by local Hamilton Blues guitarist Darcy Perry of The Darcy Perry Band to draw attention to prostate cancer and raise some money for furthering research and support of the cause. It was an evening with an impressive line-up of blues and roots musicians, all donating their time, and a full house of around 120 guests all painting their faces blue for Blue September.



Blue Walks

19th September

The new initiative of Dawn Walks from Blue September in 2009 was developed this year into the concept of “Blue Walks” – walks that could be run at any time of the day symbolizing support for those living with prostate cancer or undergoing treatment, as well as remembering those lost. In 2010, three Blue Walks took place: Auckland, Napier and Nelson. The Auckland walk persevered ahead despite the weather heralding a storm. However around thirty hardy walkers turned out to support Blue September by walking from Okahu Bay to Mission Bay and back again, starting at 10am. Former All Black and Blue September ambassador Buck Shelford led the way with local prostate cancer survivor John Partridge. In Napier, the walk also began at 10am from the Marine Parade Sound Shell and finished at the Ahuriri Fishing Club for a BBQ. The local members of the Magpies sports team also completed the walk, with around 100 people taking part in total. Nelson began at 10am from Anzac Park and finished at Tahunaui beach. Walkers were encouraged to paint their face blue or wear something blue.

Power Tool Drag Racing Tournaments

24th September

Around five Power tool Drag Racing tournaments were held across the month of September at local PlaceMakers branches across the country. One of the largest of these events was at the New Lynn PlaceMakers on the 24th of September. The Crowd Goes Wild (Prime TV) filmed the event, which saw over \$3000 raised for the Prostate Cancer Foundation. Hundreds of tradesmen and curious members of the public attended with prizes being awarded to the best tools and an on-going raffle and sausage sizzle also helping to raise money for the cause.



Cook Street Shave off and PSA Blood Testing

24th September

Friday 24th of September was another key focus for the month with businesses across the country organising “Blue Friday” events. One such event was a ‘shave off’ and breakfast at Cook Street PlaceMakers. Former New Zealand Rugby League player attended and assisted in shaving the heads of brave men who had auctioned off their locks for prostate cancer. For the duration of the morning, Diagnostic Medlabs were also based at the store offering free PSA blood tests to all men. Logan Swann was among those to have a blood test in an effort to lead by example.



Blue Noggin Day – Waiuku

24th September

The Post Newspaper in Waiuku got behind Blue September by holding a “Blue Noggin Day” in the centre of the Waiuku township on the 24th of September. A number of local businesses ‘Adopted a Noggin’ by sponsoring several brave men to shave their head and have them painted blue. Donations flooded in with the shaving commencing at 3pm. The event also consisted of blue cake stalls, sausage sizzles, raffles, musical entertainment and a display of blue cars. Shop fronts were also decorated blue in support of the campaign.



Cranford Street PlaceMakers

Quad Bike Raffle

24th September Lee Johnson and Monique Bullion rallied hard through Blue September to raise in excess of \$3000 for the Prostate Cancer Foundation by running a raffle for a 4 wheeler Quad bike. The tickets sold out in two weeks, a record success. Despite being struck by the Christchurch earthquake, the team persevered in organizing a blue event to announce the raffle winner on the 24th of September. Sir Richard Hadlee, former cricketer and Blue September ambassador, was there to show his support and help shave a few heads for the cause.



PlaceMakers Kumeu Charity House Auction

9th October

A house built by the good will and generosity of community members, volunteer builders and PlaceMakers suppliers were auctioned for \$100,000 on the 9th of October with 100% of the money raised going to two charities: the Prostate Cancer Foundation and West Auckland Hospice. Prime Minister John Key attended the ribbon cutting at the unveiling of the finished home the day before and gave his full support to the initiative, commending those that gave their time and supplies in tight economic times. The house project was organised by Neil Killgour, the Area Sales Manager at PlaceMakers Kumeu and was completed by a team of volunteer builders, headed up by Allan Wallace and Tony Anderson, in just five weeks. The auction day was full of activities, blue faces, and enthusiastic supporters.





Sirens' Wines wine label **MacKenzie's Pardon** has been developed in conjunction with the Prostate Cancer Foundation of New Zealand. This label will help raise awareness of Prostate Cancer while raising money for the Foundation.

The range includes a Sauvignon Blanc, Pinot Gris, Methode Traditionelle and a Pinot Noir. Pinot Noir is known to contain resveratrol which has been proven to aid the health of the prostate and keep the plumbing working as it should!

Every bottle you buy will help fund Prostate Cancer Foundation NZ