

Lifeline's Multi-award Winning Campaign with the NRL and Triple Eight Racing Again Recognised

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On Wednesday 30 April Lifeline Australia was recognised with a Givewell Good Giving Guide Charity Award for its "help a mate" suicide awareness campaign run in partnership with the National Rugby League's One Community Program and Team Vodafone Triple Eight Racing.

Lifeline received the Best Communication Program Award for the "Help a mate stay in the game" and "help a mate stay in the race" campaigns. It is the third time that the campaign has been recognised with a marketing or fundraising award in the past six months.

Both campaigns aimed to raise awareness about suicide risk and encourage help-seeking behaviour – particularly among young men – by enabling these messages to be delivered and promoted to Australians through the popular and high profile sports of rugby league and V8 motor racing.

Once again we are very proud to have been acknowledged in this way. The help a mate campaign has won a number of awards now which is great recognition for the work put in by both our staff and those of the NRL and Triple Eight Racing" said Lifeline Australia, CEO Dawn O'Neil.

"By partnering with high profile organisations with likeminded goals we can make a real impact in the community by raising awareness about important issues such as suicide prevention, emotional wellbeing and help-seeking."

The National Rugby League are equally pleased by the success of the campaign, which is part of their One Community program and a series of partnerships with not-for-profits that are continuing during the 2008 season.

Help a mate stay in the game was a great campaign that we were proud to support," said NRL Community Relations Manager, Trish Crews.

"The high incidence of depression and suicide among young men is a very serious issue and our partnership with Lifeline Australia is the Game's way of addressing the problem and working towards solutions".

Lifeline Australia's partnership with the National Rugby League's One Community Program was launched in May 2007 and the success of the "Help a mate stay in the game" suicide awareness campaign led to a similar partnership being formed with Team Vodafone Triple Eight Racing.

"We look forward to continuing our work with these and other dedicated partners in 2008. With community support Lifeline will be able to connect people with care and vital services into the future." said Ms O'Neil.

[Read more about Lifeline's corporate partnerships](#)

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