

Centre for Excellence
in Child and Family Welfare Inc.



MEDIA RELEASE
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Wear Rainbow Hair and support Foster Care

September is Foster Care Month, and this year the Centre for Excellence in Child and Welfare is asking Victorians to wear Rainbow Hair for Foster Care.

"Thousands of children around the state need foster care every night," said Dan Gleeson, acting CEO.

"During September we will be partnering with businesses around the state to give away free Rainbow Hair extensions to promote foster care."

"We hope to see hundreds of people wearing these pieces of colourful hair and showing their support for foster care," he said.

Packs of Rainbow Hair extensions featuring foster care information will be stocked at outlets such as hairdressers, toy stores and department stores.

"It is important for people to realise that not all children are receiving the love and care that they require," said Yousef, a former foster child.

"We hope that the campaign will increase public awareness of the need for foster care and encourage people to find out more about becoming a foster carer."

The Centre, the peak body for child and family welfare organisations in Victoria, is supporting local agencies to run the campaign.

A list of Rainbow Hair for Foster Care events, and locations where Rainbow Hair and foster care information is available can be found at www.fosterabrighterfuture.com.au.

For media enquiries or to arrange an interview:

Alex Kirkham or Josh Fergeus

Centre for Excellence in Child and Family Welfare

Phone 9614 1577