



MEDIA RELEASE

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1 SEPTEMBER 2015

AUSSIE STARS SUPPORT FOSTER A PLANT CAMPAIGN

Former Home and Away stars & Masters stores partner with charity

Today the Foster Care Association of Victoria (FCAV) launched its Foster a Plant campaign across Victoria, aimed at raising awareness and vital funds for foster care families across the state during the month of September.

Foster a Plant Ambassadors Debra Lawrance and Dennis Coard – famous for their roles as foster parents 'Pippa and Michael' in TV Soap Home And Away – helped launch today's campaign by fostering their own plant for the month of September.

Foster Care Association of Victoria CEO Katie Hooper said the organisation was also excited to be partnering with home improvement retailer Masters as part of the campaign.

"As part of the Foster a Plant campaign, we're asking Victorian residents to 'foster' their very own plant throughout the month of September and help us raise vital funds to support foster care families," Ms Hooper said.

"By fostering a plant, we hope Victorian residents will also start a conversation with their family members or friends about foster care.

"It's really easy to foster your own plant. You can purchase a plant from Masters Home Improvement stores in Hawthorn and Northland, or use a plant of your own choosing," she said.

Actress and foster care advocate Debra Lawrance said she hoped the public would get behind the campaign.

"Foster carers really are amazing people. They open their homes to children who have often experienced abuse and trauma," Ms Lawrance said.

"Fostering a plant and making a donation is such a simple way to make a difference in a foster child's life. I can't encourage Victorians enough to get involved in this important cause," she said.

Both Dennis and Debra will foster their own plant during the month of September, finding it easy to fit in with their busy working lives. Dennis is currently starring in Johnathon Biggins' hit show, Australia Day, and Debra is filming the third series of Josh Thomas' Please Like Me for the ABC.

To help get the conversation started about foster care, participants are being encouraged to hold a morning tea or dinner party for friends during the month of September, to encourage donations to the cause.

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To find out more about the Foster a Plant campaign, or get involved in fostering a plant visit the FCAV website <http://www.fcav.org.au/> or Facebook page: <https://www.facebook.com/fostercarevictoria>

MEDIA CONTACT – Kirsty Wallett – 0418 234 685

Foster Care Week 13-19 September 2015

Foster Care Association of Victoria is the peak body for foster carers, and represents their voice with their work through government, agencies and the media. Our mission is to strengthen foster care in Victoria. <http://www.fcav.org.au/>

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