



26<sup>th</sup> October, 2010

## **MEDIA RELEASE**

### **PR STUDENTS DONATE \$4,000 TO WOLLONGONG PCYC**

Over the past semester Commerce public relations students have been selling pies, cakes, raffle tickets, sausages and more in a bid to raise money for their EDGE Event (Everyone Deserves Great Education) for year 7 students held early October at the University of Wollongong. Exceeding fundraising expectations, the class will now donate additional money raised to PCYC Wollongong.

“We will be handing over a \$4,000 cheque to the PCYC,” said Dr Lois Burgess, Senior Lecturer in Public Relations. “The students have done an amazing job in raising more than \$10,000 in the year to go towards our successful EDGE event for the students. It’s fantastic that we can donate additional funds raised to such an important community organisation,” said Dr Burgess.

The handover of the cheque will take place on Thursday at the University of Wollongong and Senior Constable Darren Palk from the PCYC said the money will go towards youth programs. “We are very appreciative to receive the cheque that will assist fund our work with the youth of the Illawarra”.

Dr Burgess said the PCYC was the perfect community organisation to donate the money to. “We chose the PCYC as they work closely with the youth in the Illawarra to develop their skills, character and leadership.”

The E.D.G.E event was developed and run by the Public Relations students studying at the Faculty of Commerce in conjunction with the Office of Community and Partnerships.

“We gave the task to the students to come up with an event that incorporated inspiring learning,” said Dr Burgess. “Within two months, the students organised a successful large scale event that was dedicated to showing young high school students that University education is achievable and relevant to them”.

The cheque handover will take place outside the Commerce Building 40 at 12.30pm, Thursday 28<sup>th</sup> October.

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