

Media Release

4 March 2017

JDRF named Melbourne Cup Carnival Pin & Win charity partner

JDRF and the Victoria Racing Club (VRC) are excited to announce they will join forces at this year's Melbourne Cup Carnival with JDRF selected as the official Pin & Win charity for 2017.

Since 1995, Pin & Win has raised more than \$4.5 million for charity by leveraging the iconic status of Flemington and the Emirates Melbourne Cup to deliver extensive fundraising and brand awareness for the organisation.

The 14th charity to partner with the VRC, the Pin & Win partnership will support JDRF to deliver innovative therapies to people living with type 1 diabetes. An autoimmune disease with no known cause or cure, type 1 diabetes can strike children and adults at any time. Funds raised will help the charity make progress on medical research that will change the lives of kids and adults living with the chronic condition.

Experienced jockey and regular rider of The Quarterback, Matthew Allen launched the Pin & Win partnership with his 12-year-old Max, who was diagnosed with type 1 diabetes at just seven. Last year, Mr Allen was also diagnosed with the disease.

"It's definitely limited my career opportunities, and will probably shorten my career. The positive side is that Max is happy he has someone to go through diabetes with. I'm proud we can both support JDRF by raising awareness of the Pin & Win campaign," said Mr Allen.

Joining Matthew and Max as the faces of the 2017 campaign will be JDRF ambassadors Kerrie McCallum, Editor-in-Chief of *delicious*. Magazine and Editorial Director of *Sunday Style*, and her nine-year-old daughter Marley.

Marley was diagnosed with type 1 diabetes when she was just three, with Ms McCallum saying it was a day their family will never forget.

"It would be great to find a cure. That would be the best thing ever," added Marley.

To provide an escape from the challenges of type 1 diabetes and to celebrate this partnership, the VRC will be hosting a family friendly race day on Saturday 4 March. Australian Guineas Day presented by 3AW will offer a day of entertainment with visits from Trolls Poppy and Branch, stars of the new DreamWorks movie, Teenage Mutant Ninja Turtles and offerings from Ladro, That's Amore and Pidapipo thanks to the Melbourne Food and Wine Festival.

This family-friendly day of activities and fantastic autumn racing is free for children under 16 and the local community, with residents in Ascot Vale, Maribyrnong, Flemington, Kensington, Footscray and Seddon receiving complimentary entry.

JDRF Chief Executive and Managing Director, Mike Wilson will be at Flemington on Australian Guineas Day presented by 3AW to mark the partnership.

“The support of the VRC, along with the generosity of the attendees at the Melbourne Cup Carnival, make it possible for JDRF to deliver progress in type 1 diabetes research, and help those who need it most even faster,” said Mr Wilson.

VRC Chief Executive Simon Love said that the Club was proud to be able to make a difference to the lives of people with type 1 diabetes through the Pin & Win program.

“The VRC is delighted to partner with JDRF for the first time and we encourage everyone who enjoys the Melbourne Cup Carnival to purchase a pin to support JDRF in undertaking the research that will change the lives of children and adults with this chronic illness,” Mr Love said.

The Pin & Win campaign will commence in early September, with pins available at Flemington and a range of retail outlets.

For more information on the Pin & Win program, please visit flemington.com.au/pinandwin

@jdrfaus @flemingtonvrc #pinandwin

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Victoria Racing Club's Pin & Win Campaign

Pin & Win is the VRC's major annual fundraising activity, and will for the first time support JDRF in 2017. Since 1995, the VRC has given charities the platform to raise more than \$4.5 million through the sale of the Emirates Melbourne Cup souvenir pins, helping to change lives and support our community.

JDRF and Type 1 Diabetes

Type 1 diabetes strikes at random and has no cure. The autoimmune disease impacts 120,000 families across Australia, with six new cases diagnosed each day. People with type 1 diabetes are plunged into a life of constant blood glucose monitoring through fingerpricks, and must have a constant supply of insulin to stay alive.

JDRF is the leading global organisation funding type 1 diabetes (T1D) research. JDRF Australia is built on a grassroots model of people connecting in their local communities, collaborating regionally for efficiency and broader fundraising impact, and uniting on an international stage to pool resources, passion and energy. Our mission is to accelerate life-changing breakthroughs to cure, prevent and treat T1D and its complications. To accomplish this, JDRF has invested nearly \$2 billion since our inception. We collaborate with academic institutions, policymakers, and corporate and industry partners to develop and deliver a pipeline of innovative therapies to people living with T1D. Our staff and volunteers in seven countries are dedicated to advocacy, community engagement and our vision of a world without T1D. For more information, please visit jdrf.org.au or follow us on Twitter: @JDRFaus.

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