

**Media Release**

18 November 2006

**Elephant effort for KidsLine**

The Governor General, The Honourable Anand Satyanand, won't be entering the 2007 KidsLine poster competition, but his sketch of an elephant was presented to ASG Education Programs New Zealand™ to celebrate ASG's sponsorship of Kidsline and its annual poster competition.



*With the Governor General, are Terry O'Connell, ASG managing director, and Bryan Wilshire (right), LifeLine chief executive.*

Now in its 12<sup>th</sup> year, entry forms for the KidsLine poster competition are distributed to nearly half a million primary, intermediate and early college students at 2,600 schools throughout New Zealand. From these, the best 8,000 entries go through to final judging.

KidsLine is the youth arm of LifeLine and Terry O'Connell said ASG welcomed the involvement with KidsLine as both organisations had the interests of children at heart.

"Today children need financial support, but they also need emotional, motivational and physical support," said Mr O'Connell.

LifeLine CEO, Bryan Wilshire, says the poster competition lets children know about KidsLine and the unique counselling and support service available to pre-teens.

“At KidsLine calls are answered between 4 and 6 pm any weekday by specially trained year 12 and 13 students, known as KidsLine Buddies, who identify with the problems younger children are experiencing and need to talk about. Outside these hours the calls are taken by adult counsellors,” says Mr Wilshire.

A call to 0800 KIDSLINE (0800 543 754) is free from anywhere in New Zealand or from a mobile phone.

ASG, a mutual cooperative of parents planning for their children’s education, has extensive community relationships in New Zealand with the Royal New Zealand Plunket Society, Life Education Trust, is the naming rights sponsor of the ASG Parent and Child Show and also runs the National Excellence in Teaching Awards (NEiTA).

For more information about the Australian Scholarships Group, visit [www.asg.co.nz](http://www.asg.co.nz)

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**ASG Education Programs New Zealand™**

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