



MEDIA RELEASE – 3rd June 2011

Lifeline WA partners with iiNet for annual fundraiser

Lifeline WA and Perth based Internet Service Provider, iiNet, have joined forces to raise awareness and vital funds for West Australians in need at the inaugural iiNet Black Diamond Ball on Saturday, 16 July.

The event, which is sponsored by iiNet, is one of Lifeline WA's biggest fundraisers of the year and will generate funds to expand the organisation's community education programs and train more telephone counsellors.

Lifeline CEO Amanda Wheeler said increased demand on its services made fundraising initiatives like the iiNet Black Diamond Ball more important than ever.

"Each year, more than 45,000 West Australians call our crisis support line and, with more people dying from suicide than on our roads, it's crucial we're able to answer each and every call we receive," Ms Wheeler said.

"iiNet was the first telecommunications provider in Australia to make access to crisis telephone counseling services free of charge for their customers. Their sponsorship of the Black Diamond Ball takes our partnership one step further and it will greatly contribute to the success of the event."

Anthony Fisk, Communications Manager at iiNet, said the Internet service provider is very proud of its association with Lifeline WA.

"Both Lifeline WA and iiNet are all about connecting people and we're passionate about helping them connect those in the community that may be in crisis with help," Mr Fisk said.

"The iiNet Black Diamond Ball is going to be bigger and better than ever and I urge everyone to get behind this great cause and enjoy a great night out."

The iiNet Black Diamond Ball is on Saturday 16 July 2011 at Perth's Convention and Exhibition Centre. Tickets are \$225 per person or \$3750 for a Diamond Table. For more information or to purchase tickets, visit www.blackdiamondball.com.au.

No one needs to face their problems alone. Help is available. If you or someone you know is in emotional distress, call Lifeline on 13 11 14.

For further comment please contact:

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