

## **MEDIA RELEASE**

**27 August 2019**

# **Bears to Care Supports Barnardos at La Primavera**

**Friends of Barnardos set to raise much needed funds and awareness for abused and neglected children through the sale of Bears to Care.**

Friends of Barnardos; Carla Farah, Terry Biviano, Stephanie Conley, Kim Medich, Dana Finger, Nicole O'Neil and Alethea Flynn have invited some of their glamorous friends to join them for an invitation only SOLD OUT EVENT, at Paola Toppi's well known **Bar M** for **LA PRIMAVERA** on Friday 6 September 2019.

Bears to Care sets out to preserve the future of the planet and raise funds to support the vulnerable in our society. The Bears have been created using the waste of the textile industry. We partner with companies that share our vision to care for the planet and looking towards a sustainable future. Our partners are aligned to reduce their environmental footprint and work with us to reduce manufacturing waste.

We use excess and offcuts of fabric in the manufacturing process, commonly referred to as 'cabbage', that were once destined for landfill, and reuse them into making our Bears. We fill the gap where current recycling technologies are not viable both economically and environmentally. Studies have shown that fabric reuse is in most cases more beneficial than recycling.

The bears will be sold at the La Primavera event in our support of Barnardos Australia. For every bear sold at the event guests will go into the draw to win a stunning necklace worth \$9,000 from Nicholas Haywood. Barnardos Australia believes all children deserve caring families to grow safely and fulfil their potential. Tragically, 45,000 Australian children are unable to live with their parents due to abuse or neglect. We work with families and communities facing issues such as violence, poverty, mental illness and homelessness to keep children safe and change their lives for the better.

Bears to Care partner with community groups and charities to provide them with the necessary assistance to carry out their missions. Through the sale of our products we can provide these institutions with essential funding to help those in need.

By buying a bear, you are not only helping the environment, but also helping Barnardos Australia support children, young people and families in need. We are hoping the website will be live by next week so people can purchase the bears at [www.bearstocare.com.au](http://www.bearstocare.com.au)

"We are thrilled to have the support of Friends of Barnardos Bears that Care! The proceeds from the sale of these gorgeous bears will help us to better support vulnerable children in their local community." Sarah Spence - Executive Manager, Engagement, Partnerships & Giving, Barnardos Australia.

**Major Sponsors: Bar M, Moet Chandon, Event Planner – Philip Carr, Joh Bailey Salons, Nicholas Haywood, Lexus, Coco Republic, Ahoy.**

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**For more information or to arrange media interviews, contact:** Irene Saunders, Head of Communications, Barnardos Australia [isaunders@barnardos.org.au](mailto:isaunders@barnardos.org.au)

### **About Barnardos Australia**

Barnardos Australia is a leading non-government, non-denominational, child safety and family care organisation providing services for vulnerable children, young people and their families. Barnardos Australia believes all children and young people deserve caring families in which they can grow safely and fulfil their potential. We work together with children, young people and families to break the cycle of disadvantage, creating safe, nurturing and stable homes, connected to family and community.  
[www.barnardos.org.au](http://www.barnardos.org.au)