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## MEDIA RELEASE

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### CORPORATE AUSTRALIA DONATE 30 SECOND ADS TO LIFELINE

Due, in part to the unprecedented times we are living in, Lifeline's suicide prevention services have never been in greater demand. Lifeline is now receiving a call for help every 30 seconds. To raise awareness of this, some of Australia's leading brands are donating their 30 seconds TV and radio placements to Lifeline.

Lifeline Executive Director, Marketing and Fundraising Lisa Cheng said: "The 30 Seconds To Save A Life" campaign is vital in helping us fill the \$5 million fundraising gap. If you are a large corporation and buy 30 second TV or radio spots, please help us by donating 30 second airtime placements, to help us answer a call from someone in crisis, every 30 seconds."

Paul Swann, Creative Director at Lifeline's agency partner, Thinkerbell said: "To help Lifeline achieve their fundraising goal, we've been contacting large complex organisations and asking them if they'll donate some of their 30 second spots to help Lifeline answer a call for help every 30 seconds. From a number of organisations, we are hearing an instant yes. It's a simple idea and directly helping one of the most essential services in Australia at a time when the organisation needs our help more than ever."

Foundation brands that have chosen to donate 30 second ad placements include:

- Woolworths
- Westpac
- Bunnings
- Uncle Toby's
- Vegemite
- Officeworks
- Old El Paso™
- Haagen-Dazs™
- Channel 7
- Southern Cross Austereo

However, this is also a call to action. If your organisation is interested in donating some 30 second placements to Lifeline to help the organisation answer a call for help every 30 seconds, please contact [30seconds@thinkerbell.com](mailto:30seconds@thinkerbell.com)

**To donate to Lifeline, visit: [fundraise.lifeline.org.au](https://fundraise.lifeline.org.au)**

**For more information on the new campaign, please contact:  
Adam Ferrier | 0413 633 344 | [adam@thinkerbell.com](mailto:adam@thinkerbell.com)**

Lifeline is Australia's leading suicide prevention service, operating the 13 11 14 telephone line within 40 centres around the nation. The service expects to respond to over one million requests for support this year, creating an average of 120 safety plans to keep a person experiencing suicidal ideation safe every day.

#### **Credits**

Client: Lifeline Australia

Creative, PR & Media Agency: Thinkerbell

Production Company: Heckler

**NB:** Lifeline's 24-hour telephone crisis line 13 11 14 is pronounced 'thirteen eleven fourteen'.