



MEDIA RELEASE

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For immediate distribution

AMAZING PEOPLE SUPPORTING FIVE AMAZING CHARITIES

SYDNEY – this week marks the official launch of a wonderful new fundraising initiative. The Amazing People Project (TAPP) is the brain child of Sydneysider Emma Hogan and invites absolutely anyone to participate in the 250 day challenge to raise a combined total of \$250,000 for five amazing charities.

After tackling some challenges of her own, including singing in front of a live audience, losing 20 kilos and running a 42 kilometre marathon, Ms Hogan was inspired to create The Amazing People Project: “People would often say to me that the things I had done were ‘amazing’ but I remember thinking to myself, ‘if I can do it, then absolutely anyone can, and if this is being amazing, then anyone can be amazing!’.

“I thought about it some more and I realised ‘amazing’ is different for different people – it’s about doing something that challenges you, or that perhaps you are afraid of, or something that requires courage or stepping out of your comfort zone. It could also be about doing something fabulous for other people; in the end, amazing is about achieving a goal you have put your heart and soul into.”

With this philosophy at its core, Emma set about formally establishing The Amazing People Project. The process is simple; participants set up a fundraising page at www.theamazingpeopleproject.com and then gain sponsorship of \$1000 or more for their amazing project.

“What makes The Amazing People Project really exciting is that participants can choose what amazing thing they do to raise money. For example, some of our amazing people are running 100 kilometres, walking the Inca trail, or doing their first fun run, where others have committed to giving up smoking, and some are going to learn to cook and host an amazing dinner party. The project can be pretty much anything that makes the person feel amazing”, said Ms Hogan.

The five Australian charities which will benefit equally from The Amazing People Project are: CareFlight; CureCancer Australia; the Inspire Foundation; the Starlight Children’s Foundation; and Youngcare.

Be Amazing for Yourself. Be Amazing for Charity.

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About The Amazing People Project

- The project invites anyone to sign up to raise a minimum of \$1000 before 11 December 2011, by doing something amazing.
- The project is aiming to raise a total of \$250,000 to be given equally to the five nominated charities.
- The project will officially run for 250 days from 4 April 2011 to 11 December 2011.
- For more information and to register go to: www.theamazingpeopleproject.com

Notes to Editors

1. Interviews with Emma Hogan, founder of The Amazing People Project, are available.
2. Images attached can be used by your organisation:
 - a. The Amazing People Project logo
 - b. The Amazing People Project website homepage
3. Photos of Emma Hogan, The Amazing People Project founder, are available on request.