

Flipping fun for a good cause

# PANCAKE DAY 2017



Media release

For immediate release

## It's pancake season, and UnitingCare is calling on your help

Pancake lovers across the country are getting ready to heat up their frying pans for the 16<sup>th</sup> year of flipping pancakes for a good cause.

Tuesday 28 February marks Pancake Day, UnitingCare's annual fundraising event that encourages people to help those in their local communities who are doing it tough by creating their own pancake-flipping event in their home, school, work or community.

The reality is that 1 in 7 Australians are living in poverty, with 1 in 6 children affected. That's 2.9 million Australians too many. This year all money raised will support UnitingCare programs for people living in crisis. They may be suffering from homelessness, abusive relationships, addictions, financial hardship, illness or sudden crisis.

"As poverty levels rise across Australia, it's important that communities pull together to support those around them who need it most," says Marie Howard Senior Manager of UnitingCare in Victoria and Tasmania.

"UnitingCare Pancake Day is a fantastic opportunity to bring people together for a fun day while supporting the work of UnitingCare."

Now in its 16<sup>th</sup> year, UnitingCare Pancake Day aims to raise \$100,000. Shrove Tuesday, 28 February is the official Pancake Day, but events can be held at any time throughout February and March.

Register to host a Pancake Day event at [www.pancakeday.com.au](http://www.pancakeday.com.au) or call 1800 060 543 to receive your free host pack with everything you'll need to plan your event.

### MEDIA ENQUIRIES:

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\*All statistics quoted from Australian Council of Social Service 'Poverty in Australia 2016' report