



MEDIA RELEASE

Friday, 6 March, 2009

Issued: 2.30pm

EMBARGOED UNTIL 10.30AM SUNDAY 8 MARCH, 2009

State Emergency Service teams up with BCF to save lives

Volunteer State Emergency Services (SES) will receive a major boost this Sunday when Boating Camping and Fishing (BCF) announces the state's first community sponsorship agreement.

Starting this month, Boating Camping and Fishing customers across Queensland will be able to contribute to the SES by simply rounding up their purchase price to the nearest dollar value or donating directly in store.

The proceedings at the community sponsorship launch will kick off at 10am at BCF in Keperra, with Department of Emergency Services Director General Jim McGowan and BCF Chief Operating Officer Steve Doyle announcing BCF as the state's first community sponsor.

"Over the next 12 months the Department of Emergency Services will work closely with BCF in generating further volunteer support and providing more funding to people across Queensland. This will directly assist Queenslanders in times of need and attract much needed volunteers to the SES," Mr McGowan said.

"The 22 retail outlets across the state will act as key focal points in attracting like-minded people who understand the importance of emergency rescue operations and share a tendency to support services such as the State Emergency Service.

"We are extremely grateful to Boating Camping and Fishing (BCF) and look forward to working with them."

Mr Doyle said his company was proud to now be associated with Queensland SES, an iconic volunteer service helping thousands of Queenslanders each year.

"Many Queensland BCF customers will know first-hand how the effort and dedication of SES volunteers saves lives each and every year," Mr Doyle said.

"In recent months we have seen the SES come to the aid of storm victims in the state's south east as well as flood victims in central and northern Queensland, working tirelessly to restore some amount of normality to people's lives.

"Now through simply shopping at BCF, every customer can show appreciation for the work of the SES by rounding up their transactions as a donation to the Service. As it's a small donation, it's money you won't miss, but with the thousands of BCF customers, the financial aid will certainly add up," he said.

Starting at 8.30am, customers will be welcomed with a breakfast barbecue at Keperra store and be able to enjoy SES demonstrations, in-store specials and a range of boating, camping and fishing workshops.

MEDIA OPPORTUNITY:

WHEN: 10.00am (Official announcement), Sunday 8 March, 2009

WHERE: Boating Camping and Fishing Keperra Store, Cnr Settlement and Samford Roads

WHO: Department of Emergency Services Director General, Jim McGowan and BCF Chief Operating Officer, Steve Doyle announce new sponsorship agreement.

**For further information or images, please contact
Department of Emergency Services Media on 3247 8186**