




The  
**Escape**  
Golf Gala Getaway



Cerebral Palsy  
ALLIANCE

Chatswood Toyota



TOYOTA

# ESCAPE



Since its inception in 1994, Escape! has become the signature Gala charity event for Cerebral Palsy Alliance and one of the most successful fundraising events in Australia. Escape! has raised over \$17.5 million in funding in support of children and adults living with cerebral palsy. This coming year Escape! will celebrate its 27th anniversary.



The event committee is chaired by Ian Mayer (Chatswood Toyota). He is joined by David Gillard (Gillard Golf), Bill Papas (Forum Group), Louise Barrett (NewsCorp Australia), Liana Dubois (Nine Entertainment), Sue Squillace (Carat), Leigh Terry (IPG Mediabrands), Peter Charlton (Nova Entertainment), Tony Kendall (APN group), Peter Sintras, Stuart Gregor (Liquid Ideas), Michael Rebelo (Publicis Group), Peter Horgan (OMG) and John Sintras.

Centred on a relaxing and fun filled weekend at Cypress Lakes Resort in the Hunter Valley, the event is held to raise much-needed funds for Cerebral Palsy Alliance, providing vital support for children and adults living with cerebral palsy. Companies purchase a team package to register for the event, providing access for four guests and their partners. Due to COVID-19 public health orders and government restrictions, Escape! 2021 will be an adult only event.



The generosity of our Escape! supporters and participants has enabled us to provide more therapy, more services and more equipment to more children and families than we could 26 years ago. Quite simply the ongoing success of this event enables us to achieve our vision – Building bright independent futures for people living with cerebral palsy.

Proudly sponsored by Chatswood Toyota, the event commands a captive audience of 300 CEOs and senior executives from News Corporation, Facebook and just about every major TV and radio network in Australia.

# CURRENT SPONSORS



# ESCAPE! 2021

## CELEBRATING 27 YEARS



All funds raised from the event will go towards creating awareness of cytomegalovirus (CMV), a common cause of cerebral palsy. Pregnant women with young children are at increased risk of CMV, with toddlers and preschoolers prone to catching and transmitting the virus to their mothers.

Almost 2000 babies are born with the herpes-like virus every year. Roughly 400 will develop physical or intellectual disabilities including deafness, blindness, microcephaly (small head and brain), cerebral palsy and epilepsy.



Guests who come to Escape! Will be entertained for the whole weekend. From the Dine in the Vines dinner on Friday night, through to the range of weekend activities including wine tasting, gin tasting, yoga and of course – the all-important golf tournament played on one of Australia's finest courses.

Saturday night brings everyone together at a gala dinner hosted by a celebrity MC. A key feature of the evening is a live and silent auction of items including a brand new car donated by Chatswood Toyota.

Offering a diverse range of high value items, the auction is a hotly contested part of the Gala dinner, raising over \$200,000. The online auction is live to the public and actively promoted further extending the impact and support for this event.

**Watch our highlights video**



# YOUR SUPPORT WILL MAKE A DIFFERENCE



Escape! offers an opportunity to promote your business to a group of influential high net worth individuals. Guests that attend the event comprise some of the most prominent business leaders from the Australian media and entertainment industry, as well the finance & insurance and retail industries.

Your decision to support this event by donating product or experiences for our gala auction will promote awareness for your business, but most importantly - will enable Cerebral Palsy Alliance to provide essential services to children living with cerebral palsy and continue their program of international research to find new preventions and treatments.

As part of the benefits you'll receive your support will be recognised in the following ways:

- The donated item and company logo listed on a half-page in the printed event program
- Your company logo listed on all digital screens used throughout the event
- Your company listed as a major sponsor on the event website
- Verbal recognition and thanks from the celebrity MC throughout the gala dinner
- Opportunity to promote your business to our supporter database during the 12 months following the event

I sincerely hope you'll join us. Your support WILL make a difference and together we can help impact change in the lives of those living with cerebral palsy.

*Thank You*



# ABOUT CEREBRAL PALSY



A child in Australia is born with cerebral palsy every 20 hours.

Cerebral palsy is the most common physical disability in childhood affecting approximately one in 700 children. It is a life-long physical disability due to damage of the developing brain that directly impacts a person's ability to move.

For most people with cerebral palsy the causes are unknown and there is no known cure. Children with cerebral palsy are likely to have other impairments in addition to their motor disability:

*1 in 3* are unable to walk

*1 in 5* cannot talk

*50%* are in constant chronic pain

*60%* have a speech impairment

*50%* have an intellectual impairment

*35%* have epilepsy

*37%* have a vision impairment, and

*12%* have a hearing impairment



Currently there are an estimated 17 million individuals living with cerebral palsy globally and 340 million mums, dads, aunts, sisters and brothers, and best friends connected with someone who lives with this condition.

# ABOUT CEREBRAL PALSY ALLIANCE

Cerebral Palsy Alliance builds futures for children and adults with cerebral palsy in NSW and the ACT.

Founded in 1945 Cerebral Palsy Alliance has a 74 year history of providing services and support. We were the first organisation of our kind in the world and today provide vital services to 5,000 children and adults each year. These include mobility and communication, equipment, physiotherapy, speech therapy, aqua-therapy, mentoring & peer support, accommodation services and disability awareness programs in schools. Operating these services from more than 112 sites throughout metropolitan, regional and rural NSW and ACT, we have over 1,600 staff and over 2,500 amazing volunteers supporting people with cerebral palsy and their families.

In addition to these vital services we also focus on addressing the causes of cerebral palsy through our Research Foundation, working alongside some of the world's foremost experts, both nationally and internationally, driving the push for in depth research into the causes and a cure for CP that will benefit future generations.

## ENQUIRIES

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*"Thank you for your time and consideration of this proposal.*

*Your decision to support this event will have a far-reaching effect on children and adults living with cerebral palsy. By supporting us you are also playing a huge role in giving parents and carers somewhere to turn for support to cope with the challenging day-to-day demands of raising a child with cerebral palsy."*

