



MEDIA RELEASE

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27TH FEB 2009

Camp Quality Launches Bubbles of Sunshine Online

Camp Quality, one of Australia's top five most trusted charities, in partnership with leading digital agency, TheFARM, proudly announce the launch of their brand new official website - www.campquality.org.au

Promoting a spirit of hope, belonging and support while exuding optimism and fun, Camp Quality's engaging new website forms an integral part of its ongoing commitment to bringing hope and happiness to children living with cancer and their families.

Camp Quality's new website is a vibrant, immersive and highly engaging way to interact with the Camp Quality family online - anytime, anywhere. Offering something for everyone, children, families, volunteers and sponsors alike can readily interact with the website through CQ TV - where they can see the McDonald's Camp Quality puppets in action, meet Giggle and see how great camp really is. A key feature of the new site is the opportunity for CQ fundraisers to create their own fundraising pages, with online fundraising and funds tally.

Other interactive features delivered across multiple touch points are the CQ jukebox with uplifting songs, regionally specific dynamic content, testimonials, real life stories, expert information and advice, image, video and message sharing and randomly triggered bubbles of sunshine.

"At Camp Quality fun therapy flows through everything we do and our new website embodies this philosophy. There is CQTV which can take you right to the heart of our programs and information while providing access to your local office and plenty of jokes to keep you laughing and optimistic. Our redesigned site puts people front and centre. It introduces our Local CQ staff and gives our families the opportunity to stay connected with their friends at Camp Quality. Even children in hospital or in remote areas can log on and still feel part of the Camp Quality family because, as we say, laughter is the best medicine." says Simon Rountree, Camp Quality's CEO.

"Consumer engagement and creating positive experiences are always integral to any website we design and build but they are of particular importance in Camp Quality's case. The new website is a channel by which Camp Quality can open their arms wider than ever and provide 24/7 support and messages of happiness to people who truly need it," said Chris Pile, Managing Director of TheFARM.

"We are particularly proud of the new Camp Quality website and it is one of the best and most compelling charity websites I have seen in a long time," added Chris.

Be sure to log onto www.campquality.org.au to join in the fun of bubbles of sunshine online.

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For further information, high resolution images and/or to arrange an interview opportunity, please contact:

Maraya Bell
PR Coordinator
Camp Quality
Ph: 9876 0537
M: 0419 163 976
E: maraya.bell@campquality.org.au

OR

Katy Denis
PR Manager
TheFARM
M: 0414 388 879
E: ktgcreative@yahoo.com / kt@ktgcreative.com.au

About Camp Quality

Camp Quality is the children's family cancer charity that believes in bringing optimism and happiness to the lives of children and families affected by cancer through fun therapy. We believe that laughter is the best medicine.

About TheFARM

TheFARM is one of Australia's leading digital agencies with over five years experience bridging the gap between marketing and technology. Priding ourselves on creating and executing compelling brand engagement concepts and campaigns, our approach blends art, technology and science. We specialise in delivering the highest quality, cutting-edge interactive design and development solutions across online, mobile and experiential multimedia communications.

www.thefarmdigital.com.au