



## Cassie Davis does things differently with Starburst for Camp Quality

Australian singer songwriter Cassie Davis has joined Camp Quality as an ambassador for their new high school education program, *The Teenage Alchemist*; currently being launched with the help of Starburst.

"I'm thrilled to be helping Camp Quality spread optimism through high schools and to be involved in educating teenagers about cancer, making positive life choices and peer pressure. I want to encourage people to be strong and stay true to who they are and I think *The Teenage Alchemist* is a great way to get the message out there," says Cassie.

The 'Like it Loud' singer, who launched her debut album 'Differently' last year and is set to support Kelly Clarkson on her Australian tour in April, was approached by Camp Quality because of her determination to succeed on her own terms and her passion and drive.

"We are delighted that Cassie has agreed to be an ambassador for our new high school performance program. She really speaks to teenagers and she is a great role model. Cassie embodies everything we value here at Camp Quality. She celebrates life to its fullest, is optimistic, passionate and has a big heart," says Angela Carroll, Camp Quality's Performance and Education Manager.

Written specifically for teenagers, *The Teenage Alchemist* explores the personal conflicts and inner-crises that emerge as a result of a cancer diagnosis, as two teenagers deal with living with cancer in very different ways. The 40 minute performance is free to high schools and is being rolled out nationally during 2010.

Camp Quality is the children's family cancer charity that believes in bringing optimism and happiness to children affected by cancer and their families through fun therapy and education. *The Teenage Alchemist* is the latest addition to their education program, with the performance rolled out though Sydney during terms three and four in 2009.

To assist Camp Quality in kick starting the program Starburst has donated \$100 000 and the iconic yellow colour from their packs, to help raise awareness for the role Camp Quality plays in bringing colour to the lives of families affected by cancer. The limited edition packs are in stores now and will be supported by a national TVC campaign featuring Camp Quality teenagers and will encourage viewers to show their support for Camp Quality.

For more information on *The Teenage Alchemist* visit [www.campquality.org.au/teenagealchemist](http://www.campquality.org.au/teenagealchemist)

For more information on the starburst campaign [www.starburst.com.au](http://www.starburst.com.au)

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