

# CELEBRITIES AND COMMUNITY GET THEIR SWEAT ON FOR SUICIDE PREVENTION

**12 May 2015:** This weekend, Australian celebrities and local communities came together for a 24 hour treadmill run. Events ran simultaneously in five locations across the country, raising money and awareness for suicide prevention. These events are known as [PPP4SPA – Plebs, Pros & Personalities for Suicide Prevention Australia \(SPA\)](#).

Suicide Prevention Australia CEO Sue Murray said of PPP4SPA: “This event was started two years ago by a group of friends in Maroubra who sadly have lost a number of loved ones to suicide. We were introduced to the group by SPA Ambassador Matt Dee of [FTW Revolution](#). It has now grown to five events this year, engaging hundreds of people across the country who are all passionate about the health and wellbeing of the community.”

Money raised by PPP4SPA this year was in excess of \$80,000, building on more than \$150,000 raised since the event’s inception. This is helping to build community capacity for suicide prevention with part of the funds raised going toward making resources available online. SMS PPP to 0437 371 371 to add your donation to the total.

Event co-founder and national project manager Ben Higgs said in his closing speech on the weekend, “Money raised is nice to have but these events are all about communities coming together, raising awareness and talking about suicide. If one person leaves this event today and calls a mate to see how they’re doing, or calls one of the crisis services when they’re struggling, then we’ve done our job. That’s the real success.”

Suicide Prevention Australia was honoured to have the involvement of celebrities from across the sporting and entertainment sectors (a number of these are listed in the appendix). Sadly, like many of us, several of those involved have been personally touched by suicide. All are passionate about raising awareness and encouraging community wellbeing.

A highlight of the event was two community supporters, Edwin Asotasi and Sam Webb, who were sponsored by [Boost Mobile](#) to run all five races in the 24 hours, culminating in arrival at the Sydney event to run the last fifteen-minute treadmill timeslot of the evening.

-END-

**Interviews and photos are available on request.**

Kim Borrowdale, SPA: Tel: 0406 149099. [kimb@suicidepreventionaust.org](mailto:kimb@suicidepreventionaust.org)

**About the event and key sponsors:** All events commenced at 6pm AEST Friday 8 May (4pm Perth time) and finished at 6pm AEST Saturday 9 May. Many thanks to all the businesses and organisations, big and small, who lent their support to these events.

- In **Sydney**, the event was held at the Royal Randwick Racecourse with thanks to the support of the [Australian Turf Club](#) and [BodyScience](#).
- In **Perth**, the event was organised by [The Aidon Project](#) founder and [SPA Lived Experience Leadership Group](#) member Lauren Breen. It was held at [Green Zone Fitness Warwick](#) with the kind support of boxer Danny Green and his team.
- On the **Gold Coast**, the event was run by Casey Lyons of [Livin](#) and Matt Price of [Price Fitness](#). It was held at the [Burleigh Bears Leagues Club](#).
- In **Melbourne**, the event was run by Jessica White and Fawn Brady of [Kane's Crusade](#) with the kind support of [Westfield Fountain Gate](#). Thank you to Mr Anthony Byrne Federal MP for Holt, Bess Slater of [Goodlife](#), Denee and the team from [UFTPlaygrounds](#)
- In **Wollongong**, the event was managed by Meg Proctor and was held at [Jetts Shellharbour](#).

**About Suicide Prevention Australia (SPA):** SPA provides national leadership for the suicide prevention sector in Australia. SPA works collaboratively to develop a community that knows how to ask for help and how to give help. As the lead agency of the National Suicide Prevention Coalition, we build and facilitate partnerships to reduce the stigma around mental illness and suicide, and to assist the healing for people with lived experience of suicide attempts and suicide. [www.suicidepreventionaust.org](http://www.suicidepreventionaust.org)

**Talking about suicide in the media:** A reminder of the [Mindframe Media guidelines](#) and <http://www.conversationsmatter.com.au> for tips on how to talk safely and constructively about suicide.

#### **Crisis support information**

- Lifeline 13 11 14 [www.lifeline.org.au/gethelp](http://www.lifeline.org.au/gethelp)
- Suicide Call Back Service 1300 659 467 [www.suicidecallbackservice.org.au](http://www.suicidecallbackservice.org.au)
- Kids Helpline 1800 55 1800 [www.kidshelp.com.au](http://www.kidshelp.com.au)
- MensLine 1300 78 99 78 [www.mensline.org.au](http://www.mensline.org.au)

#### **Key facts**

- Latest ABS figures show that 2,522 Australians died by suicide in 2013. This remains an unacceptably high number of suicide deaths. Suicide is mostly preventable yet is the leading cause of death for both Australian males and females aged 15-44 years.
- In 2013, suicide was the 5th leading cause of death for Aboriginal and Torres Strait Islander peoples (compared to the 14th leading of cause of death for all Australians). This group continues to represent some of the highest rates of suicide anywhere in the world.
- Men represent 75% of suicide deaths in Australia with particularly vulnerable periods of life including teenage years, early-twenties through to mid-fifties, and later years (80+).

**Celebrities in attendance:** With many thanks to the personalities (some of whom are listed below) who donated their time and public profile in support of PPP4SPA.

<b>Celebrity</b>	<b>Event attended</b>	<b>Celebrity</b>	<b>Event attended</b>
Kelly Cartwright	Sydney	Preston Campbell	Gold Coast
Braith and Jodi Anasta	Sydney	Petereo Civoniceva	Gold Coast
Chris Brown (Bondi vet)	Sydney	Matt Rogers	Gold Coast
Fitzy and Wippa	Sydney	Luke Bailey	Gold Coast
Mario Fenech	Sydney	Damian Martin	Perth
Brett Lee	Sydney	Greg Hire	Perth
Matt Shirvington	Sydney	Danny Green	Perth
Didier Cohen	Sydney	Damian Martin	Perth
Ada Nicodemou	Sydney	Greg Hire	Perth
Kyle Prior	Sydney	Joel Gelding	Perth
Nic Westaway	Sydney	Melissa Marsh	Perth
Dan MacPherson	Sydney	Joel Brown	Perth
Luke Carroll	Sydney	Wes Robinson	Perth
Colin Fassnidge	Sydney	Joel Paris	Perth
Shannon Ponton	Sydney	Damian Martin	Perth
Greg Inglis	Sydney	Greg Hire	Perth
David McIntosh	Sydney	Joel Gelding	Perth
John Sutton	Sydney	Melissa Marsh	Perth
Nathan Hindmarsh	Sydney	Andrew Morley	Melbourne
Matt Cooper	Sydney	Campbell Brown	Melbourne
Lote Tuqiri	Sydney	Sam Soliman	Melbourne
Jim Wilson	Sydney	Emma, Jane (My Kitchen Rules)	Melbourne
Joe Williams	Sydney	Dan Hunt	Wollongong
Kris Smith	Sydney		
Jason Dundas	Sydney		
Chris Bath	Sydney		