

## Media Release

### Easter Egg Hunt and Family Picnic Day – 29 MARCH 2013

#### Raising funds for the RHH Research Foundation

When event gates open at 10.00am on Friday, the RHH Research Foundation will be ready to welcome families to a fabulous day of fun, guaranteed by the inclusion of **100,000 Cadbury Easter Eggs!** These treasures will form the focus of hunts and games throughout the inaugural Easter Egg Hunt and Family Picnic Day in the Royal Tasmanian Botanical Gardens.

While the day has a slightly serious side in raising much-needed funds to support local health and medical research, there will be plenty of fun for all ages. Each age-grouped Easter Egg Hunt for three to twelve year olds will feature 12,500 eggs, scattered in a hunting field at the beautiful Botanical Gardens. With the addition of entertainment by Exit Left, egg and spoon races, a tug-o-war, story-telling, pin the tail on the bunny, HOPscotch and a host of other activities, there's plenty of fun on offer while families relax in the beautiful surroundings.

Caramello Koala and his good friend Freddo Frog will be on hand to greet guests throughout the day which continues until 2.00pm. And of course, the Easter Bunny is eggs-pected to arrive, with plenty more eggs to share with folks young and old!

There are still last-minute tickets available at the gate on the day, but guests are urged to get there early to gain the best of parking and the finest spot for their picnic rug and hamper.

#### ***THE BASICS***

**WHERE:** The Royal Tasmanian Botanical Gardens – entry from any gate, but event on the Eastern side of the long brick wall – bunny footprints on the paths guide the way.

**WHEN:** Friday 29 March 2013. Gates open at 10.00am, with hunt times scheduled between 10.30pm and 1.30pm. The event concludes at 2.00pm, but the Gardens remain open as normal

**TICKETS AND PRICING:** Last minute tickets are available at the gate:

- \$40.00 - Family (2 Adults, 2 Children)
- \$15.00 - Adults
- \$7.50 - Children (aged 3 - 16)
- Children under 3 free

**WHY:** This event is intended to become a major fundraising activity by the RHH Research Foundation, an independent entity that raises funds to support health and medical research undertaken by clinicians at the Royal Hobart Hospital. Further info at [rhhresearchfoundation.org](http://rhhresearchfoundation.org).

**HISTORY:** Since the Foundation's establishment in 1997, almost \$6m has been invested in studies that explore a diverse range of medical conditions and also approaches to improved health care delivery. The focus is particularly upon those issues more prevalent in Tasmania, with many outcomes gaining recognition at a national and international level.

The Foundation is eager to develop its profile and associated fundraising opportunities so will begin implementing a selection of community-oriented events across the coming months. The Easter Egg Hunt and Family Picnic Day is modelled upon a similar event which has gained enormous profile in Victoria, raising over \$800,000 over its history for the Royal Children's Hospital through the generous support of Cadbury. With tickets to that event selling-out weeks ahead each year, it's hoped that the Hobart event can build to a similar level of success over time.

**SUPPORTERS:** **Cadbury's** generosity in donating over 100,000 Easter Eggs, 2,500 bunny ears and a host of other prizes for the day is overwhelming!! Amongst the many others who have lent their support to making the day one to remember are:

Royal Tasmanian Botanical Gardens  
Southern Cross Media – Heart 107.3FM and Southern Cross Television  
Exit Left Productions  
Coates Hire  
Fullers Bookshop  
Southern Water  
Tadpac Print

**PHOTO OPPORTUNITY:**

The nature of the day is ideal for film and photography – families enjoying a picnic in the Gardens while enjoying a host of activities, including those Egg Hunts with 100,000 Cadbury Easter Eggs.

A formal **welcome at approximately 11.50am**, provides an ideal opportunity to feature a greater gathering at this point in the day's program.

**INTERVIEW OPPORTUNITY:**

The RHH Research Foundation's **CEO, Heather Francis**, will be onsite from 8.00am until 3.30pm and would be pleased to respond to any requests for further information. Located at Egg Hunt HQ, she can be contacted on **0407 201 113**.