

You are invited: to join us for the Business Launch of the Keep the Flame Alive event for Children's Leukaemia and Cancer Research Foundation.



*Keep the
Flame Alive*

We would like to extend a personal invitation for you to join us at the 2014 Keep the Flame Alive Business launch on Wednesday, 29th January 2014. The Business Launch will commence at 5:30pm and be held in the Heath Ledger Theatre Foyer, at the State Theatre Centre of Western Australia.

The Right Honourable the Lord Mayor of Perth Lisa M. Scaffidi will be in attendance to speak on the night and we hope that you will be able to join us for this very important evening for Children's Leukaemia and Cancer Research.

Keep the Flame Alive is the next stage in Children's Leukaemia and Cancer Research Foundation's evolution. Championing the idea of an annual event from where it began in 2012 and moving forward to help build awareness of CLCRF and the need for cancer research.

In 2014 Keep the Flame Alive is set to return to its origins with a dance in the City of Perth, along with the Lord Mayor Lisa M. Scaffidi. This year however the plan is to attempt a triple location dance event in Forest Place, The Perth Cultural Centre and the Northbridge Piazza. It will even include a Guinness Book of World Record attempt on the 19th of April having the world's longest awareness ribbon (2000 metres) to bring attention to what CLCRF does and help raise much needed funds that will enable this wonderful charity to keep on raising funds for life saving research.

This is where you come in. We need your support and the support of businesses like yours, to get involved and help this event along, not only in 2014 but also in years to follow as we build and grow. Our business launch is designed to outline what we hope to achieve with Keep the Flame Alive and CLCRF in 2014, and why we'd love your business to be involved.

Beyond making an impact on our future, this business launch will be fun and entertaining with dancers from the Beverley Margaret School of Dance, showcasing the public dance that will be performed along with talented musician Rose Parker performing an original song - which has been specially composed for Keep the Flame Alive.

Justin Langer, the ambassador for Children's Leukaemia & Cancer Research Foundation will also be making a video address and has offered a \$5500 prize for the winner of our business sponsorship competition.

With over 100 business people coming we feel this will be a great opportunity to network and enjoy a drink with the Lord Mayor. Lisa M. Scaffidi, along with the team from CLCRF and the very dedicated volunteer team for Keep the Flame Alive in 2014.

For more information on Keep the Flame Alive – please head to our website: www.keeptheflamealive.com.au

Event Details:

Date: Wednesday 29th January 2014
Time: 5:30 – 7:30pm - **please arrive by 5:15pm as speeches will commence at 5:30pm.**

Location: Heath Ledger Foyer, State Theatre Centre of Western Australia
Parking: is available within a short walking distance from the State Theatre Centre, at The City of Perth State Library Car Park and the City of Perth Cultural Centre Car Park.

RSVP: By Friday 24 January to: info@keeptheflamealive.com.au or phone: 0414 671 318

What to wear: Business attire

Thank you and we look forward to having you attend our second annual Keep the Flame Alive business launch!

Best regards,

Kylie Dalton

PR & Event Organiser

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CHILDREN'S
Leukaemia & Cancer Research
Foundation (Inc.)