

HONOURABLE Mention for Media – Non Print is presented to

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PRODUCER
630 ABC RADIO NORTH QUEENSLAND

“Walk to Inspire”

It start with four Townsville women touched by the suicide of a young family member and led to a 900+ kilometer walk that not only raised over \$130,000 but also gave the North Queensland community permission to talk openly about a topic often considered difficult to discuss – suicide.

630 ABC North Queensland became a major media supporter of “Walk to Inspire” covering the launch and preparation for the walk and promoted the quest to raise \$70,000 to setup a Beanbag Centre in Townsville. An intense con-air coverage ensued of the three-week walk from Townsville to Mount Isa, supported by a series of on-line features on the Station’s website, daily live-crosses including revelations from the

The Walk raised more than \$130,000 and secured the Beanbag Centre for Townsville, scheduled to open this coming November.