# APPENDIX 2 – MEDIA RELEASE FOR INTEREST MEETING DATE: Month, Day Year

**NEW [name] VIEW CLUB PROVIDES OPPORTUNITY FOR WOMEN TO MAKE A DIFFERENCE**

A new VIEW Club is set to open in [location], giving women the opportunity to establish new friendships, contribute to their community and be part of a leading Australian women’s volunteer organisation.

VIEW (Voice, Interests and Education of Women is a national women's organisation with 14,000 members in close to 300 communities exclusively supporting the children’s education charity, The Smith Family. VIEW members sponsor students and also volunteer, fundraise and advocate to improve the life outcomes of Australian children and young people experiencing disadvantage.

The [XX] VIEW Club will meet at the [venue] on a monthly basis and joins other VIEW Clubs in the [area description].

VIEW is proud to be the largest community sponsor students on The Smith Family’s *Learning for Life* program. In [year], VIEW sponsored over 1,745 students and donated more than $1.5 million to support the education of children living with disadvantage, so that every child has an opportunity to change their future.

VIEW Club members also volunteer their support in a number of ways including

* reading with local children to advance their literacy skills
* tutoring students with homework at The Smith Family’s after school Learning Clubs
* participating in The Smith Family’s mentoring programs

“Our role in the community is underpinned by our support of The Smith Family. We’re investing in the futures of children and young people in need, by helping them to make the most of their education, and thrive,” [name] added.

“We aim to attract a broad range of women to the interest meeting to discuss what VIEW can offer local women of all ages,” [Development Team Leader] added.

Each VIEW Club is unique and plan their monthly meetings and events to suit the interests and lifestyle of their community-minded members.

“If you are looking for an opportunity to meet new friends, have fun and learn new skills while supporting children experiencing disadvantage, then VIEW in [location] is an ideal Club for you” said [Development Team Leader].

Anyone interested in finding out more about VIEW or becoming a member can call [Contact name] on [contact number/email], visit [www.view.org.au](http://www.view.org.au) for further information or call 1800 805 366.

*-Ends-*

**What:** Interest Meeting tofind out more about VIEW and the new [club name] VIEW club

**When:** [Time and date]

**Where:** [Venue with address]

**RSVP:** Women interested in attending the meeting please phone [Contact name] on [contact number/email]

**Media Enquiries:** [Development Team]. VIEW. Ph: [Phone and email]

**NOTES TO EDITOR**

**VIEW:** Founded in 1960 by the General Secretary of The Smith Family, George Forbes, to support the charitable work of The Smith Family, VIEW stands for the Voice, Interests and Education of Women. Visit [www.view.org.au](http://www.view.org.au/)

As The Smith Family's largest community sponsor of *Learning for Life* students, VIEW supports the educational outcomes of more than 1,745 children and young people experiencing disadvantage. Through this powerful, longstanding connection, VIEW is proud to enable better futures for young Australians. Visit [www.view.org.au](http://www.view.org.au/)

**The Smith Family:** The Smith Family is a children’s education charity that helps young Australians experiencing disadvantage to create better futures for themselves through harnessing the power of education. Visit [thesmithfamily.com.au](https://www.thesmithfamily.com.au/)