



MEDIA RELEASE
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AJF PARTNERSHIP TO WORK WITH THE JODI LEE FOUNDATION

AJF Partnership Melbourne is pleased to announce its appointment as the strategic and creative advertising partner of national bowel cancer awareness charity, The Jodi Lee Foundation.

The Foundation was established by Nick Lee in memory of his wife Jodi, who lost her battle with bowel cancer in 2010 at only 41 years of age. Its mission is to significantly reduce the prevalence of bowel cancer – Australia's second largest cause of cancer-related death, claiming an estimated 5,000 lives each year.

The Foundation aims to raise awareness of bowel cancer by highlighting its risks, as well as the importance of regular screening, which aids early detection and increases the likelihood of successful treatment.

In June, The Jodi Lee Foundation was the recipient of a \$2.5 million grant by the Federal Government to lead a national awareness campaign, which AJF will create in conjunction with the Foundation.

Andrew Foote, founding partner of AJF Partnership said, "Nick's is an inspirational story. He and his team have already raised over \$1.2 million to tackle bowel cancer, and the awarding of federal funding speaks volumes for their commitment and dedication. The AJF team is honoured to be asked to help with such an important campaign."

The Jodi Lee Foundation CEO Nick Lee said the partnership will play a valuable role in taking the Foundation's important message to more Australians.

"There is a surprising lack of awareness surrounding bowel cancer, especially considering its prevalence and high curable rate, if detected early, and we're keen to fill this gap and reduce the number of incidents," Nick said.

"AJF Partnership boast an impressive portfolio, including clients within the health and not-for-profit sectors. We were particularly attracted to their strategic approach to developing creative campaigns with the cut through required to inspire action.

"We're looking forward to working with AJF Partnership on this campaign to ensure bowel cancer receives the focus and attention it deserves," he said.

In eight years, AJF Partnership Melbourne has grown from three to 85 staff to become the largest independent agency in Victoria. The agency handles clients including:

- Officeworks
- GM Holden
- Lion
- iSelect
- University of Melbourne



- Australian Grand Prix Corporation
- Blundstone
- Australian National Preventative Health Agency

Initiative Media will handle media planning and buying.

For additional information regarding The Jodi Lee Foundation and AJF Partnership, please visit www.jodileefoundation.org.au and www.ajfpartnership.com.au.

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