

Date: 5 November 2004

Subject NIB's Wig World Record an Award Winner

NIB Health Funds Limited (NIB) has won a state award for the highly successful Wig World Record initiative conducted as part of the fund's 50th Birthday celebrations last year.

NIB's celebration with the community has been recognised with an Excellence Award from the NSW Public Relations Institute of Australia (PRIA).

The PRIA's Golden Target Awards recognise excellence, best practice and professionalism in public relations and communication.

NIB received a Commended Award in the Community Communication category for the Wig World Record which successfully set a world record for the most number of wigs worn at a single event.

NIB's Chief Executive, Mark Fitzgibbon, said the NSW PRIA recognition was a fitting acknowledgement of a major effort by the team behind the world record.

"The award is recognition of the team that put the event together and just as importantly it reinforces NIB's strong connection with the people of the Hunter community," Mr Fitzgibbon said.

"Taking the world record attempt from concept to creation was a huge commitment from many of our people.

"The end result for the Mater was in itself worthwhile, but I'm quite delighted that our contribution has been recognised by the PRIA", Mr Fitzgibbon said.

The Wig World Record, which is recognised by Guinness World Records™, was held as part of the Mater Hospital's 2003 Wig Week fundraising activities and took place at the last Newcastle Knights home game for the 2003 season.

More than 5700 people donned wigs at the game to set the world record time and helped raise \$17,500 for the Mater Hospital which has been used to purchase equipment that allows cancer patients to be treated in the comfort of their own home.

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A not for profit registered
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