

Date
SubjectTuesday 29th July, 2008**The Chief makes a difference for Jeans for Genes Day**

Paul 'The Chief' Harragon and the nib health funds Make A Difference (MAD) Committee are staging a 'denimstration' at nib's head office this Friday 1st August in support of a very worth cause.

This Friday is Jeans for Genes Day which is conducted nationally in support of the Children's Medical Research Institute.

As nib brand ambassador, Paul is encouraging nib employees to wear their favourite jeans to work and make a donation for the worthwhile cause.

"The day is a bit of fun to show off your best denim but with the important aim of raising awareness and funds for children's medical research,

"With the help of the Make A Difference Committee, the generous fundraising efforts of nib employees should achieve a great result on Friday," Paul said.

nib employees recently established the MAD Committee to develop a company-wide approach to fundraising.

The committee has already conducted a number of fundraising activities including morning teas, sold merchandise and even had their own recycled gift store, which have successfully increased employee participation and the money raised for charity at nib.

Jeans for Genes Day is the major fundraiser for the Children's Medical Research Institute (CMRI), which researches genetic diseases such as cancer, epilepsy and cleft lip and palate.

Photo Opportunity with Paul Harragon:

When: 9.30am, Wednesday 30th July

Where: nib health funds Head Office
384 Hunter St, Newcastle

For further information please contact:

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- Ends -

About nib

nib is one of Australia's fastest growing health funds, providing affordable health cover to more than 700,000 people nationwide. Established in Newcastle (NSW) over 50 years ago, nib has experienced significant national market growth since 2002. In November last year nib became the first Australian health fund to demutualise and list on the Australia Securities Exchange (ASX).