

Date 14 April 2010

Subject nib CEO behind bars

nib health funds limited (nib) Chief Executive Officer, Mr Mark Fitzgibbon, will don a prison uniform and do 'Time 4 Kids' in the Hunter Street Mall tomorrow to help raise funds for the Newcastle PCYC.

Mr Fitzgibbon will join several other high-profile Hunter business leaders behind bars, with each having to raise a minimum bail amount of \$500 to be released from their jail cell.

Proceeds from the 'Time 4 Kids' event will go towards repairing Newcastle PCYC's flood damaged auditorium floor, fencing its soccer pitch and purchasing a new club vehicle.

Mr Fitzgibbon will be locked up for the 'crime' of not yet completing his home bowel cancer test kit provided by the National Bowel Cancer Screening Program.

According to Mr Fitzgibbon he received the free test kit after turning 50 last year and realises he should taken the simple test straight away.

"Bowel cancer kills over 80 Australians each week, so tests like these are really important," Mr Fitzgibbon said.

"I'm happy to do time for my 'crime' and help raise much-needed funds for the Newcastle PCYC that provide a great service to the youth of the Newcastle region," Mr Fitzgibbon added.

Newcastle PCYC supports the local community by providing a safe and fun place for youth to engage in sporting, recreational and leadership activities in order to minimise crime and positively influence young people's lives.

Mr Fitzgibbon will be incarcerated in the PCYC 'Time 4 Kids' jail cell near the footbridge in the Hunter Street Mall from approximately 1:30pm to 2pm on Thursday, 15 April.

FOR FURTHER INFORMATION:

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