

Friday, February 26, 2016

Embargoed until 6am, Sunday, February 28

'BoysTown' becomes 'yourtown' - New name, same purpose, same passion

National charity BoysTown will change its name to 'yourtown' to better reflect the inclusive nature of its work.

BoysTown will become **yourtown** on Sunday, February 28, after years of planning.

yourtown CEO Tracy Adams said BoysTown had achieved much and helped many hundreds of thousands of young people since its inception in 1961.

"The decision to change wasn't taken lightly," Ms Adams said.

"BoysTown is proud of its legacy of helping some of those most disadvantaged in our community. Yet much has changed, from the types of services delivered to how we interact with those we're helping.

"That help comes in many forms, from our national 24/7 Kids Helpline counselling service for children and young people, to employment and training for young people, and refuges for victims of family violence or those experiencing homelessness. "

Ms Adams said after much and wide-ranging consultation across all stakeholders, it was decided the time was right to move to a new name that fully reflects BoysTown's work and strong connection with the community.

"The change to **yourtown** better reflects what we do and the inclusive nature of our work," she said.

"We're here for every young person, from every street, suburb and town, and it's the support of the community through our Art Unions, donors, advocates and business partners, that makes what we do possible."

Ms Adams said **yourtown** will continue the organisation's very practical and meaningful work with those who need it most.

"Last year, we received more than 250,000 contacts from those reaching out to us for help," she said.

"Our name may be new, but the spirit of a charity dedicated to tackling the issues that impact young people's lives will most definitely remain."

-ENDS-

INTERVIEW/PHOTO OPPORTUNITIES

- Tracy Adams, **yourtown** CEO
- Previous prize home winners
- Young people helped through various BoysTown programs

MEDIA CONTACTS:

Ernestine Lavalle **KDPR**
Andrea Dickson **KDPR**

ernestine@kdpr.com.au
andrea@kdpr.com.au

0411 691 241 / 07 3136 2555
0421 971 923 / 07 3136 2555

Embargoed until 6am, Sunday, February 28

'BoysTown' becomes 'yourtown'

FACT SHEET

- BoysTown established in 1961 by the De La Salle Brothers who set up a residential school for young men in Queensland
- First BoysTown car Art Union offered in 1961
- Kids Helpline launched in 1991. Becomes national in 1993.
- Youth welfare and advocacy services launched in Logan, Queensland in 1991
- First prize home was offered in 1982 in River Hills, Queensland valued at close to \$83,000
- Residential school for young men closed in 2001
- New services continued to be introduced and evolve in response to community need, including : Parentline, young parent education programs, work enterprises, employment and education services, support for the mentally ill, and refuges for families experiencing homeless or victims of family and domestic abuse
- Services were extended throughout South East Queensland, New South Wales, South Australia, Northern Territory, Western Australia and Tasmania
- 74% funding for BoysTown/**yourtown** services comes from community
- Primary source of funding is through Art Union prize homes
- One of Australia's largest and longest running charitable Art Unions
- **yourtown** has more than 600 staff and volunteers
- **yourtown** receives more than 250,000 contacts from children, young people and families every year
- **yourtown** has 42 centres in 35 locations across Australia
- **yourtown** comes into effect Sunday, February 28, 2016



MEDIA CONTACTS:

Ernestine Lavalle **KDPR**
Andrea Dickson **KDPR**

ernestine@kdpr.com.au
andrea@kdpr.com.au

0411 691 241 / 07 3136 2555
0421 971 923 / 07 3136 2555