

BIG FREEZE NEWCASTLE EVENT & 2017 BIG FREEZE BALL

*Event Report*

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## WHAT IS THE BIG FREEZE NEWCASTLE?

Big Freeze Newcastle is the biggest campaign for awareness and research for a cure for Motor Neurone Disease (MND) in the Hunter.

The Big Freeze initiative is in its fourth year in Melbourne and in 2017 sporting champions slid into a pool of ice at the MCG, helping to raise more than \$4 million for research to fight Motor Neurone Disease.

The man behind bringing the Big Freeze event to Newcastle, Phil Camden, who has the incurable disease, was thrilled to see the generosity of Novocastrians who reached out to support the initiative.

“With two people in Australia dying from Motor Neurone Disease every day, many local people have a connection with MND in some way and for them to see the outpouring of support from the local community is so important. It certainly means so much to me”, he said.

Four years ago, Phil was a Senior Pastor of a church in Newcastle and while on a holiday and swimming in the ocean, he began to drown as weakness in his muscles set in.

“Fast forward a few months from my holiday and I am in a doctor’s room being told I have an incurable disease and only have a year to live,” said Phil. “I am committing all the time I have left to do what I can to support those living with MND and realise a future where the doctors can say to people like me that they have a cure.”

Phil lead the charge in bringing the Freeze to Newcastle, working with a local committee partnering with the Newcastle City Blues (AFL) and the Cure for MND Foundation.





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On June 17, 2017 the Newcastle Big Freeze dunked 10 local personalities, **who raised a total of \$85,286** to slide into a pool of ice water to help find a cure for MND.

Lord Mayor of Newcastle, Councillor Nuatali Nelmes was at the top of the purpose built slide at Newcastle's No 1 Sports Ground to push the sliders into Newcastle's biggest Ice Bucket. She also made a surprise appearance down the slide, crowd funding just over \$1000.

## CELEBRATING THE LIFE OF MND FIGHTERS

### Leah's Story

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'Leah summited Mount Everest leading up to the Big Freeze Newcastle event. The climb was her sixth summit on her quest to climb the 'seven summits' – the highest peaks on each of the seven continents in memory of her late son, Elliot. Elliot passed away in 2008, at the age of just nineteen, after a twelve-month battle with Motor Neurone Disease (MND).

'To see this event coming to the regional areas, that means a lot,' Leah said. 'It is also aligned with the Newcastle City AFL Club, Elliot played for them in the under-18s premiership team of 2006, so that's a really nice tie-in. I'm really proud to be involved and do whatever I can to raise awareness and funds so we can rid the world of this insidious disease.'

### Tim and Jim's Story

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The day before the Big Freeze, on June 16, marked 10 years since their brother David passed away from what Jim describes as "a lousy disease".

David was playing cricket one day when his legs went from under him. After extensive testing he was diagnosed with MND.

The Mackenzie brothers also lost former rugby coach Matt Taute to MND in 2003 and friend Graham Gageler to the disease which has no cure this year. "It's a hideous disease, you can't sugar-coat it," Jim said.

"But there are some good things to come out of it, there's some really good people out there and there are some positive things to come out of such a lousy disease.

"As bad as the disease is you also see the good side of people helping out with things like fundraising. All of the funds raised from this event go towards finding a cure."



John Pirlo



Jim McKenzie



Tim McKenzie



Brett O'Farrell



Michael Cain



Leah Jay



Clare Coelho



Tara Andrews



Nick Gill



Anthony Stuart

Sliders: Nick Gill: Former AFL Player and Breakfast Host at Hit106.9 Newcastle | Leah Jay: Director of Leah Jay Real Estate | Claire Coelho: Newcastle Jets | Tara Andrews: Newcastle Jets | John Pirlo: Managing Director of Genesis Fitness Clubs | Brett O'Farrell: CEO of the Hunter Academy of Sport | Michael Cain: Journalist/Sports reporter for Channel Ten | Anthony Stuart: Former Australian Cricketer | Jim Mackenzie: The Blues Brothers | Tim Mackenzie: The Blues Brothers





## *2017 Big Freeze Ball*

A Gala Ball was held after the slide event, giving over 300 participants and supporters a chance to celebrate their fundraising achievements and raise further awareness.

An opening address was spoken by Bec Daniher (Fight MND) and there were speeches from Daniel Gardner (Newcastle City Blues) and Phil Camden (MND Fighter/Fridays With Phil). Music for the night was provided by Whistle Dixie and Vibe Band, as well as an item by Stu Brown. Guests were also entertained by a balloon game and a live/silent auction.

**A grand total of \$109,871 (Net Profit after expenses) over both events** was raised by the Big Freeze, donated directly to clinical research and trial drugs to find a cure for MND.



## EXCERPT FROM PHIL CAMDEN'S SPEECH

I want to tell you...from the bottom of my heart, and on behalf of all those who have been touched by this disease, we now know: we are not alone! You see, there is an army rising up, growing everyday, and you are part of that army. It's an army that is not satisfied with no hope. It's an army that is not satisfied with no treatments and no cure. It's an army whose actions are louder than their words. It's an army who knows that we are stronger together. The reason why we have got behind Neale Daniher, his daughter Bec and Fight MND – is because we are stronger together – and the legacy of what we have seen today will live on beyond my lifetime, and beyond yours. Together we can achieve more, together our money goes further, together we bring greater awareness, and together we will bring a fatal blow to the beast that is MND! To take down this beast will mean all of us doing our part. You may think your part is only small, but the sum of all of those parts creates a great impact. Friends, today is not about me or Neale Daniher or any one person. This is about all of us together. I realise tonight, that many are here because you have suffered the loss of a loved one with this disease. We want you to know their death has not been forgotten and has not been in vain. We are building tonight on their memory and their legacy...



# EVENT SPONSORSHIP & DONATIONS

## MAJOR SPONSORS

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## SLIDE SPONSORS

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## AUCTION ITEMS & PRIZES

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Country Elegance Gardens & Gifts | Rick & Libby McCann | Fill the Space  
Iron Bark Hill Vineyard | Bodyworx Physio | Hello World Newcastle  
McDonald Jones Stadium | Bronwyn Greive | Kiasmin Burrell | Fran Turner  
Tuff N Up Boxing Gym | Queens Wharf Hotel | Penny Lane Interiors  
Woolworths | Divine Hair | Reading Cinemas | Matt Baker | Newcastle Jets  
Carlton Football Club | Commonwealth Hotel | Sobelle Living  
Tamburlaine Organic Wines | Photo Booth Service by Scion Audio & Snap  
Photo Booth | Auction Service by Hammertime

Big Freeze Newcastle Logo Donated by



# MEDIA MENTIONS

PRINT & ONLINE NEWS: THE NEWCASTLE HERALD, NEWCASTLE STAR & ELITE AGENT

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## Newcastle Herald Promotion

<http://www.theherald.com.au/story/4736340/lord-mayor-makes-splash-for-big-freeze-videos/>

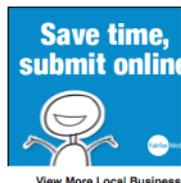
JUNE 18 2017 - 1:00PM

### Nuatali Nelmes joins celebrity sliders for MND at Big Freeze, Newcastle

Renee Valentine

Local News

f SHARE t TWEET



## Leah Jay has reached the summit of Mount Everest

<http://www.theherald.com.au/story/4680511/newcastle-woman-climbs-mount-everest-to-honour-her-son-photos/>

## Businesswoman Leah Jay joins Newcastle identities in Big Freeze for MND

<https://www.newcastlestar.com.au/story/4722785/newy-set-to-freeze-over/>

JUNE 12 2017 - 9:19AM

### Businesswoman Leah Jay joins Newcastle identities in Big Freeze for MND

Renee Valentine

Community

f SHARE t TWEET



## Nuatali Nelmes joins celebrity sliders for MND at BigFreeze, Newcastle

<https://www.newcastlestar.com.au/story/4736860/lord-mayor-makes-splash-for-the-big-freeze-videos/>

## Newcastle identities set to slide into pool of ice-cold water for the Big Freeze at No.1 Sportground on June 17

<https://www.newcastlestar.com.au/story/4688115/jets-set-to-slide-into-icy-pool-for-mnd-videos/>

Jim and Tim Mackenzie ready to take plunge for Big Freeze, raising funds and awareness for MND

<https://www.newcastlestar.com.au/story/4704658/taking-plunge-for-mnd/>

PM Pioneer Leah Jay Reaches Summit of Mount Everest

<https://eliteagent.com.au/pm-pioneer-leah-jay-reaches-summit-moun>

TELEVISION: NBN

NBN News Story

<http://www.nbnnews.com.au/2017/06/17/newcastle-identities-take-icy-plunge-for-mnd/>



RADIO INTERVIEWS

**Leah Jay**

2NRUFM

2HD

KOFM

**Phil Camden**

RHEMA - Kingdomworks



*Each day in Australia*

**2 people die from Motor Neuron Disease\***

People with MND progressively lose the use of their limbs and ability to speak, swallow and breathe, whilst their mind and senses usually remain intact. Some say it's like being buried alive...

**THERE IS NO CURE.**

\*Deloitte Access Economics report, Economic Analysis of MND in Australia

# GET INVOLVED IN 2018

## JOIN THE FIGHT AGAINST MOTOR NEURONE DISEASE

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If you would like to become a volunteer, donate to the cause or be a major sponsor, we would love to hear from you! Please connect with us via the channels below.

## CONTACT

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# thank you

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There are so many people we would love to thank!  
Firstly, a big thank you to all our local sliders and well known personalities, who rallied their friends and family to support them in Newcastle's Biggest Ice Bucket Challenge - Leah Jay, Jim & Tim Mackenzie, Nick Gill, Anthony Stuart, Brett O'Farrell, Claire Coelho & Tara Andrews, Michael Cain and John Pirlo.

A huge thank you to all of our Big Freeze volunteers. Many of you have worked long hours behind the scenes to bring together both events. We couldn't have done them without you. We are so grateful for your skills, passion and desire to make a difference in people's lives and take down the beast that is MND. Thank you!

We'd also like to thank the Lord Mayor, Councillor Nuatali Nelmes, Newcastle City Council and the Newcastle Herald for your support with our events.

Thank you for making our ball such a fun night Whistle Dixie, Vibe band, John Church (MC), Jason Morris (auctioneer) and Matt Baker (artist).

And lastly to our speakers, Bec Daniher (FightMND), Daniel Gardner (Newcastle City Blues) and Phil Camden (FridayswithPhil.com) - you have inspired us to no end.

A massive thank you to all who attended both events, donated and supported us in 2017. We couldn't have made a difference without you!



Daniel Gardner (Newcastle City Blues) and Phil Camden (FridayswithPhil.com) presenting Bec Daniher (FightMND) a cheque.

A grand total of \$109,871 (Net Profit after expenses) over both events was raised by the Big Freeze, donated directly to clinical research and trial drugs to find a cure for MND.

 CURE FOR MND FOUNDATION

**FIGHT  
MND.**  
IT TAKES PEOPLE

All profits from the 2017 Big Freeze Newcastle & Big Freeze Ball have been donated to the Cure for MND Foundation, which funds vital research and awareness activities for Motor Neuron Disease in Australia.

For more information visit [www.fightmnd.org](http://www.fightmnd.org)