

Media Release

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DAMIEN LEITH BELIEVES AUSTRALIAN MUMS ARE THE REAL IDOLS

Barnardos Australia is proud to announce that multiple ARIA Award winner, Damien Leith, has become an ambassador for the **Barnardos Australia's Mother of the Year Awards**.

Damien shot to fame and won the hearts of all Australians when he won Australian Idol in 2006. Since then he has released four albums, *The Winners Journey*, *Where We Land*, *Catch the Wind* and his most recent album, the critically acclaimed *Remember June*, was released in October 2009. The second single lifted from his new album is *Forgive Forget* and will be delivered to radio on 8 February 2010.

He has won five ARIA Awards, had two number one albums and been nominated for two MTV Australia Video Awards and a Helpman Award. He is also an accomplished fictional author with his second novel, also titled *Remember June*, due out in April 2010. Damien will also be touring nationally as part of his *Keys & Strings* shows throughout February, March and April, 2010.

Despite all his success and fame, Damien says the most important thing to him is his family – his wife Eileen and their two boys, Jarvis and Jagger – who keep him well and truly grounded.

"I believe that family is very important and the pivotal person in most families is the mum," he says. "Barnardos Australia's Mother of the Year Awards recognise the wonderful work that mum's all around Australia do and I am delighted to be an ambassador and support the awards."

"With nominations for the awards closing this Sunday, 31 January 2010, I urge all Australians to nominate a great mum that they know. Mothers are the unsung heroes in our community and deserve to be acknowledged for the important role they play."

Nominations can be made via the Barnardos website – www.barnardos.org.au. Whether it's your own mum – birth, step, foster or adoptive – your wife, partner, sister, friend, daughter, someone in the local community or anyone else who you believe is truly worthy of the title "**Australia's Number One Mum**".

"We are delighted Damien has accepted our invitation to join the awards as an ambassador," said Glynis Sequeira, Marketing Director of Barnardos Australia. "Damien's popularity with the Australian public, his down to earth and warm nature, his dedication to his own family and the love he has for his mum make him a tremendous asset to the awards and Barnardos Australia. We are extremely grateful to Damien for his time and commitment."

Barnardos Australia's Mother of the Year Awards is the only national awards that celebrate Australian motherhood and recognise the enormous contribution they make to building strong, productive and happy communities of the future.

Eight state and territory finalists will be selected from which the national winner will be chosen and announced at a gala dinner in May 2010 – just prior to Mother's Day.

There are fabulous prizes to be won including a new car, Johnson & Johnson gift packs, a Telstra digital tutorial and a Samsung mobile phone and prepaid card, a Captain Cook cruise, Easyflowers.com.au flower arrangements, Lindt chocolate gift hampers, Almay cosmetics hamper, a Canon camera and more. **Every nomination receives a commemorative certificate so you can show your special mum just how wonderful you think they are.**

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For more information contact Sofey Youssef, Awards Publicist, Barnardos Australia's on: (02) 9743 2790; (0419) 272 237; or Email: sofey@bigpicture.com

Nominate her for Barnardos Australia's Mother of the Year
www.barnardos.org.au

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