Circular 187:03:14

To: Club Presidents, Club Secretaries, Junior Coordinators, Chief Instructors, Club Captains

From: Andrew Foran – General Manager, Lifesaving Club Development

Date: 5 March 2014

Subject: Boardies Day 2014

Action: Encourage your friends, family and colleagues to get involved in this year’s Boardies Day

For additional details on this Circular please contact:
Media Department on 03 9676 6986 or email holly.bennett@lifesavingvictoria.com.au
Circulars are available at www.lifesavingvictoria.com.au/circulars

Boardies Day is our national “dress up” day which celebrates Australia’s love of summer and helps raise vital funds for Life Saving Clubs across the state.

Held officially on Friday, 28 March 2014, Boardies Day is the one day of the year when wearing your comfiest, trendiest or most hideous board shorts to school or work will not only be allowed but also applauded.

Life Saving Clubs across the state are encouraged to speak to their local schools and workplaces to find out if they can support the work of volunteer lifesavers by throwing on a pair of board shorts or beach themed attire and raising vital funds.

All clubs across the state are automatically registered so people can fundraise directly for their local club and submit the donations online.

Easy fundraising ideas include a casual day, beach themed party, game of beach cricket, bake sale, sausage sizzle or morning tea.

Remember, the event doesn’t even have to be on Friday, 28 March 2014, it can be any day throughout the month!


If clubs would like further promotional materials including media release templates, posters, website banners or images for social media, please email LSV Communications Officer Holly Bennett at holly.bennett@lifesavingvictoria.com.au