

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Cricketing legend and business tycoon join forces to prevent youth suicide

On Friday 26th August, cricketing legend Justin Langer AM and business tycoon Janine Allis will keynote at premium corporate fundraiser The Heroes Lunch, in support of youth mental health charity zero2hero.

The lunch, hosted by Natalia Cooper, will bring together more than 300 corporate heroes to be inspired and entertained by both iconic Australians, as they share their experiences of triumph, tribulation, leadership and personal growth on the road to success.

zero2hero CEO Ashlee Harrison says this event will raise crucial funds to support the mental health of thousands of young people, and help to prevent suicide in Australia.

“Tragically suicide continues to be the leading cause of death for young people in Australia. This event will support our school programs and leadership camps that raise awareness of mental health issues and equip young people to support friends who are struggling.”

Through their school programs, zero2hero engage over 180 WA High Schools each year, directly impacting more than 25,000 young people.

Justin Langer says that as the father of 4 daughters, and having dealt with many young men throughout his cricket career, it is important for West Australian’s to support the vital work that zero2hero does in the youth mental health space.

“Often as men, we put on a mask to hide our true feelings and avoid dealing with real issues. That’s why it’s important to begin mental health education from a young age, so that our youth feel comfortable and supported to prioritise their wellbeing, and to de-stigmatise mental health.”

Selling out within weeks in its inaugural year, The Heroes Lunch will be an afternoon for corporate heroes to enjoy the company of iconic speakers, quality entertainment and gourmet dining at the Crown Ballroom.

About Justin Langer AM: Until the announcement of his retirement from test cricket in 2007, Justin was one of Australia's great top-order batsmen, playing 105 tests and scoring 7,696 runs including 23 test centuries. Few have worn the baggy green with greater pride! After retiring from his playing career Justin was appointed as Coach of Western Australian cricket and after six very successful years, Justin was offered the role of Coach of the Australian cricket team. Since retiring from coaching, Justin has been inducted into the Australian Cricket Hall of Fame and named Member of the Order of Australia, has written multiple books and continues to be an ambassador for multiple Australian organisations as well as an Australian sporting legend.

About Janine Allis: Janine is not your everyday self-made businesswoman. She grew her juice and smoothie empire, Boost Juice, in 2000 from her kitchen bench to an international success story. She then created Retail Zoo in 2007 to help grow young food retail brands, with Salsa's Fresh Mex Grill, CIBO Espresso and Betty's Burgers & Concrete Co since joining her portfolio. Janine's business approach has made her a leader in her field, with BRW listing Janine as one of the top 15 people who have changed the way business is done and Bastion Collective listing her as one of Australia's top 20 most successful Australians in 2019. Janine is also a Director for the Australian Pharmaceutical Industries, an ambassador for Australia for UNHCR helping to create awareness for refugees around the world and a bestselling author.

About zero2hero: Founded in 2009, zero2hero is a Perth-based not-for-profit organisation committed to youth mental health and the prevention of suicide. Our vision is that every child and young person is educated and empowered to effectively deal with mental health issues. We provide school-based programs for children and young people that develops their understanding of mental health issues and awareness of mental health services. Our CEO Ashlee Harrison was awarded the Western Australian of the Year – Youth Award in 2014. For more information, please visit our website: zero2hero.com.au

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