



**Parkinson's
New South Wales Inc.**

ABN 93 023 603 545

PO Box 71

North Ryde BC, NSW 1670

Telephone 02 8875 8900

Facsimile 02 8875 8999

Free InfoLine 1800 644 189

pnsw@parkinsonsnsw.org.au

www.parkinsonsnsw.org.au

November, 2009

Polkadot and Parkinson's NSW

To Whom It May Concern

Following a survey of our members 2 year ago, who stated that their single most important concern was recognition, Parkinson's NSW employed Polkadot PR after a competitive tender.

Their charter was to up recognition of Parkinson's disease and People Living with Parkinson's (PLWP) to the general public, Government and to the press.

We have had a string of success with a number of 'Days' events, stories, TV coverage, radio, magazine articles and press coverage at National, State and Suburban level.

This culminated in our 2nd Unity Walk for Parkinson's at the end of August this year.

The Unity walk increased in size from 1000 participants in its first year to 1600 in 2009; donations reached nearly \$200.000 and the publicity was extraordinary.

- TV interviews on Channels 7 & 10
- Radio on ABC and Allan Jones
- Two page article in the Telegraph
- Page in SMH
- All Suburban papers in Sydney carried articles
- A significant number of Country newspapers carried the Message
- CSA radio and TV add given prominence (Simpson's and Australian Idol)
- Magazine article in New Idea

All this in the month of August, even though the work started well ahead of the date!

I think the results speak for themselves. However, in addition to this specific effort, we are consistently getting exposure which we feel has raised general awareness of Parkinson's.

I can positively recommend Polkadot PR to any organization or firm wishing to gain exposure to the marketplace.

Regards


John Silk

President Parkinson's NSW

Parkinson's New South Wales Inc.
Patrons
Her Excellency Prof. Marie Bashir AC
Governor of NSW
Sir Nicholas Shehadie AC OBE
Hon. Advisor
Lady Angela Carrick