



# UpsideDown Cheeky Lily PR Campaign

I M P A C T P R

# Introduction

Impact PR was given the task of securing coverage for the UpsideDowns Education Trust and the Cheeky Lily's Big Adventure initiative.

Impact PR drafted a series of timely nationwide and regional news releases relating to the campaign and pitched these to relevant key media.

To date, Impact PR has been successful in securing coverage for the UpsideDowns Education Trust in a number of key television online, newspaper and magazine media outlets to the value of \$428,163 and rising.

# Close Up



Click on screen above to view clip

Impact PR successfully secured coverage for the Cheeky Lily campaign on top rated show **Close Up**.

The UpsideDowns Trust was mentioned numerous times and information about how to donate was posted on the **TVNZ** website.

Hosted by Mark Sainsbury, **Close Up** is TVNZ's nightly current affairs programme bringing viewers comprehensive coverage of the day's news and issues.

# TVNZ Breakfast



Click on screen above to view clip  
available at 3mins 20 secs

Coverage of Cheeky Lily's journey and the UpsideDowns Trust was successfully secured by Impact PR on TVNZ's early morning news show **Breakfast**.

**Breakfast** is a two and a half hour long magazine-style news and current affairs programme, which screens on **TV One** weekdays at 7am. It gives viewers their daily introduction to events from across the country and around the world.

# NZWW

**CHAMPION CAUSE**




Barbara, Lily Mae and Glen with "Cheeky Lily" - Glen's beach buggy

**TRIP OF A LIFETIME**

The inspiration for Glen's beach buggy journey from Cape Reinga to Bluff was his niece Lily Mae, who joined him for the last leg of the trip.

## HEART OF GOLD

**Sports icon Barbara Kendall reveals the brave choice that changed her life**

Olympian Barbara Kendall may have hung up her Dancing with the Stars shoes a year ago, but there's still one part of the show that she holds dear to her heart. The mum-of-two was so impressed with her chosen charity, the Upside Downs Education Trust, that she's continued to support it and the Down syndrome kids it helps.

"I think Down syndrome kids are great," says the gold medal-winning cosplayer. "I love that they are innocent and pure and everything comes from their hearts."

The bubbly 43-year-old says being involved with the charity brings back memories of when she was pregnant with daughter Samantha (8) and Aimee (6). Staying a family of her mid-thirties mum Barbara had an increased risk of having a Down syndrome child, she underwent tests to find out if her unborn babies had the condition, which causes delays in learning and development.

When she was pregnant with Aimee at age 37, Barbara and her husband Shayne were told that a son showed signs of a one-in-100 chance of having Down syndrome. Barbara opted not to have an amniocentesis, a procedure that can detect abnormalities but also comes with a risk of miscarriage.

Thankfully, Aimee was born without any problems, but if she'd had Down syndrome, Barbara says she would have loved her regardless.

"I wouldn't have a problem with it," she says. "Mothers make important decisions when they discover they may be having a child with Down syndrome and many choose to go through with the pregnancy. There are many sacrifices in raising a child with Down syndrome and it takes a little bit more extra work. Those moments are truly amazing."

Barbara is keen to support Upside Downs' serious ventures whenever she can and has also one brought a smile to her face. Last month, Glen Doores, whose six-year-old niece Lily Mae Oakeley has Down syndrome, drove the length of New Zealand in a 1963 VW beach buggy in a charitable quest to raise money for the charity and the work that it does.

Her road trip brought back happy memories for Barbara. "My first car was a yellow beach buggy and I sold it just recently - Glen would have had a blast."

Barbara raised just under \$100,000 for Upside Downs on Dancing with the Stars and feels blessed to be able to continue to lend her support to the worthwhile cause.

"I think anything to do with Down syndrome kids - and giving them a better lifestyle - is just awesome."

**Aroha Awarau**

Impact PR successfully secured coverage for the UpsideDowns Trust, Cheeky Lily's Big Adventure and ambassador Barbara Kendall in **New Zealand Woman's Weekly** magazine.

The title is the country's most read woman's magazine, bringing a wide variety of news, stories, recipes and helpful hints to the home every week. It reaches over 790,000 people every week.

# The Aucklander - City

press clip

Aucklander - City  
Thursday 11/03/2010

Page: 29  
Section: General News  
Region: Auckland, NZ  
Classification: 487129  
Type: Article  
Size: 102.76 KB PNG

slice  
slicemedia.com

### Cheeky Lily's Big Adventure

A New Zealand charity dedicated to improving the lives of kids with Down Syndrome, hit the road last week with a unique campaign aimed at generating funds and raising awareness of its nationwide educational programme.

The UpsideDowns Education Trust launched Cheeky Lily's Big Adventure – the initiative saw a 1000km road trip driven the length of the country in a bid to create renewed interest in the charity and the work that it does.

Established in 2002, the Trust provides specialist early education assistance to New Zealand children with Down Syndrome to improve their learning development and help them integrate into the mainstream and mainstream school system.

Down Syndrome is the most common genetic disorder in New Zealand with around one child in every 800 born with the condition.

Cheeky Lily, a 19-year-old beach buggy, is the creation of Auckland man Glenn Doodin whose cousin and Cheeky Lily's namesake Lily has aged so it becomes of the trust's education programme.

"Given the challenges children with Down Syndrome have, by far the most effective thing they can receive to help them live a fulfilling and meaningful life is better education. I hope Cheeky Lily's Big Adventure will help many more children have access to this," says Doodin.

The UpsideDowns Education Trust co-ordinator Melissa Green says while research has shown that integrating students with Down Syndrome into mainstream education does improve their cognitive skills, more needs to be done to close the gap between them and their peers.

The Trust's education scheme goes some way to addressing this with the provision of an in-home specialist programme.

Coverage of Cheeky Lily was successfully secured by Impact PR in both the ***The Aucklander – City*** newspaper (see left) and ***The Aucklander – Waitakere*** (next slide)

***The Aucklander*** is delivered to Auckland households and businesses as an insert in the Thursday edition of ***The New Zealand Herald***.

***The Aucklander*** also won Best Community Newspaper at the 2009 Qantas Media Awards

# Waitakere



Auckland - Waitakere

Thursday 11/03/2010

Page: 15  
Section: General News  
Region: Auckland, NZ  
Circulation: 187,129  
Type: Suburban  
Size: 126.95 sq.cms.



slice  
slicemedia.com

press clip

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A New Zealand charity dedicated to improving the lives of Kiwi kids with Down Syndrome, hit the road this week with a unique campaign aimed at generating funds and raising awareness of its nationwide educational programme.

The UpsideDowns Education Trust launched Cheeky Lily's Big Adventure – the initiative saw a 1963 VW beach buggy driven the length of the country in a bid to create national interest in the charity and the work that it does.

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Down Syndrome is the most common genetic disorder in New Zealand with around one child in every 800 born with the condition.

Cheeky Lily, a bright aqua beach buggy, is the creation of Auckland man Glenn Doodles whose cousin and Cheeky Lily's namesake Lily Mae aged six is a recipient of the Trust's education programme.

"Given the challenges children with Down Syndrome have, by far the most effective thing they can receive to help them live a fulfilling and meaningful life is better education. I hope Cheeky Lily's Big Adventure will help many more children have access to this," says Doodles.

The UpsideDowns Education Trust chairperson Melanie Brabin says while research has shown that integrating students with Down Syndrome into mainstream education does improve their cognitive skills, more needs to be done to close the gap between them and their peers.

The Trust's education scheme goes some way to addressing this with the provision of an in-home specialist programme which includes one-on-one training from a fully qualified speech therapist, she says.

In just a few years the UpsideDowns Education Trust has offered 50 families access to the programme, but there are currently nine families on the waiting list and a further 600 that could benefit from the same opportunity. The Trust covers 80% of the education costs.

# Daily Post

## A cheeky trip for charity

by Annette Kelly  
news@dailypost.co.nz

An Auckland man is travelling the length of New Zealand to raise awareness about children with Down syndrome.

Glen Doodes and his beach buggy, Cheeky Lily, started their trip at the beginning of this month, reaching Rotorua yesterday.

Mr Doodes is collecting donations and is also helping the country become aware of the UpsideDowns Education Trust.

Cheeky Lily is the name of Doodes' 1968 VW aqua beach buggy which is also named after his 8 year old cousin, who is a recipient of the trust's education programme.

"She's like modern day Chitty Chitty Bang Bang," Mr Doodes said when describing Cheeky Lily.

He said it was not about him but about getting society to see what a great job UpsideDowns did for children with Down syndrome.

"The more coverage we get the better. It's really about society getting behind them and helping out the trust."

Cheeky Lily's story is not only going to leave an impression on all people she meets along the way but will also be turned into a book



**APPEAL:** Glen Doodes is travelling New Zealand in his 1968 VW aqua beach buggy.

PICTURE: STEPHEN PARKER/UPSIDEDOWNS

once their adventure is completed.

"We are going to make a book out of our adventure and call it Cheeky Lily's Big Kiwi Adventure," Mr Doodes said.

All proceeds from the book will also go to the trust.

Anyone wanting to make a donation to Cheeky Lily's Big Adventure can do so by visiting [www.upsidedowns.co.nz](http://www.upsidedowns.co.nz).

Impact PR successfully secured coverage for Cheeky Lily's Big Adventure in the **The Daily Post** newspaper.

**The Daily Post** is the Central North Island's daily newspaper and is the main source of local news, views, entertainment and information.

The newspaper is read on average by 35,000 people a day.

# Taupo Times



**Taupo Times**  
Tuesday 9/03/2010  
Page: 11  
Section: General News  
Region: Taupo King Country, NZ  
Circulation: 17065  
Type: Community  
Size: 203.42 sq. cms.



press clip

## Road trip down NZ helps upside trust

By CAITLIN MADDEN

FINDING a car in someone's front garden helped Glen Doodes for his mission for the 100th day of the length of New Zealand in support of the UpsideDowns Education Trust.

The UpsideDowns Education Trust was established in 2009 to support families of young children with Down Syndrome.

"The department has a really helpful specialist education programme, which is helping to support the development of the children, enabling them to integrate fully into the community and in the long term, stretch their lives."

The trust has a special place in each Glen and his wife's life. For Glen, it is his cousin's daughter who has Down Syndrome.

"Really, it's all about the education trust," he said.

The weeks long road trip has allowed Glen and his cousin who was affected with Down Syndrome.

The pair managed to get to Taupo on day three and said



**CHEEKY LILY:** Car Doodes is driving the length of New Zealand. Cheeky Lily is taking money and beer on his road trip. The work for UpsideDowns Trust does. Featured a Glen and his wife in the article with the headline.

Photo: CAITLIN MADDEN

They had managed to get a bed for the journey to Bluff. Anyone interested in helping out should contact the UpsideDowns Education Trust.

Coverage of the UpsideDowns Trust and Cheeky Lily's Big Adventure was successfully secured by Impact PR in the *Taupo Times* newspaper.

Published bi weekly on Tuesday and Friday, the *Taupo Times* reaches over 25,000 people in the Taupo area.

# Southland Times

press clip



**Southland Times**  
Saturday 6/03/2010  
Page: 6  
Section: General News  
Region: Southland, NZ  
Circulation: 25002  
Type: Provincial  
Size: 264.55 sq. cms.



## Cheeky Lily's inspirational adventure ends at Bluff

**INVERCARGILL** Mayor Tim Shadbolt meets Lily Neale, 6, and driver Glen Doodes in Bluff yesterday.

Lily and Mr Doodes drove the VW beach buggy, named Cheeky Lily, from Gore Bluff over six days to support New Zealand children with Down syndrome.

Cheeky Lily's Big Adventure was a trip organised to benefit the UpsideDowns Education Trust to generate income in the world's first

clearly does it raise money for it. Lily, Glen Doodes' cousin, is a recipient of the trust's education support and the vehicle's name.

"I had my cousin Edmund (Lily's uncle) and he's the one that I have needed to be there to help the students with Down syndrome into mainstream school."

"We hope that by generating greater awareness of the trust and what we can do, more children with Down syndrome will be able to

benefit from early education opportunities we can provide for them," she said.

Mr Shadbolt and the Cheeky Lily Society was inspirational.

"It is such a fantastic cause and I hope that everyone in the community is as excited about Cheeky Lily's arrival as I am."

After getting the mayor's approval, Mr Doodes took Cheeky Lily to Oreti Beach. To make a donation, visit [www.upside-downs.org.nz](http://www.upside-downs.org.nz).



Photo: JSA 414-031-5, 454359702

Impact PR successfully secured coverage for Cheeky Lily's Big Adventure and her arrival in Bluff to meet Mayor Tim Shadbolt in the **Southland Times** newspaper.

Circulating to 28,809 homes and read by 66,000 or 57% of those within its respective circulation area, the **Southland Times** has a strong connection with Southland locals.

# Stuff



Coverage of the **Southland Times** newspaper article was also published on the hugely popular news website **Stuff**.

**Stuff** is New Zealand's award winning news and information website, bringing together the vast resources of Fairfax New Zealand Ltd several hundred journalists and photographers around the country to provide a single online 'publication'.

# Kapiti Observer



**Kapiti Observer**  
Thursday 11/03/2010  
Page: 49  
Section: General News  
Region: Paraparaumu Kapiti, NZ  
Circulation: 25013  
Type: Suburban  
Size: 15740 sq.cms.



press clip



Driving donations: Eric Cheesey, vice chairman Glenn Dodds visited Kapiti last week, raising money for children with Down Syndrome.

## Lily's charity drive

By MARGARET IRVINE

Cheeky Lily, a brightly coloured beach buggy, is travelling the country to raise money for the London-based charity, First. Driven by vice-chairman Glenn Dodds, the trip from Auckland to Tairāwhiti was reported to have been successful.

On Cheesey last week, Mr Dodds drove from Tairāwhiti to Paraparaumu, leaving Kapiti on Thursday morning on his way to Christchurch.

Cheeky Lily was named for M Dodds' cousin, Lily Mae, who has Down Syndrome and was a recipient

of the trust's education programme. "Given the challenges children with Down Syndrome face, by far the most effective thing they can do is to help them 'grow' in life and learning. Life is better educated," he said. "I hope Cheeky Lily's Big Adventure will help us give more children more access to this." The trust was established in 2007 to provide services and support for children with Down Syndrome to improve their learning, development,

■ To make a donation go to [upsidedowns.co.nz/donations.html](http://upsidedowns.co.nz/donations.html)

Impact PR successfully secured coverage for Cheeky Lily's Big Adventure in the **Kapiti Observer** newspaper.

Kapiti's most credible, timely and accurate source of community information, the **Kapiti Observer** circulates over 25,013 copies and reaches over 82% of people aged 15+ within the Kapiti Coast District.

# Howick Times



Howick Pakuranga Times  
Thursday 4/03/2010

Page: 7  
Section: General News  
Region: Auckland, NZ  
Circulation: 34505  
Type: Suburban  
Size: 218.79 sq.cms.



press clip

## Drive for education

**A** CHARITY dedicated to improving the lives of children with Down syndrome is on the road with a campaign to raise funds and awareness.

The UpsideDowns Education Trust's Cheeky Lily's Big Adventure is seeing a 1963 VW beach buggy being driven the length of the country to create interest in the charity and the work it does.

Set up in 2002, the trust provides early education assistance to children with Down syndrome to improve their learning development, and help them integrate more fully into the community and mainstream school system.

Down syndrome is the most common genetic disorder in New Zealand, with about one-in-300 children born with the condition.

Cheeky Lily, a bright aqua beach buggy is the creation of Aucklander Glenn Doodles, whose cousin and Cheeky Lily's namesake, six-year-old Lily Mae, is a recipient of the trust's education programme.

Mr Doodles is guiding Cheeky Lily from Kaitiaki to Bluff over six days, stopping in towns and visiting schools and families along the way.

Cheeky Lily went through Auckland on Sunday and is expected to complete the journey on Friday.

"Given the challenges children with Down syndrome have, the most effective thing they can receive to help them live a fulfilling and meaningful life is better education," says Mr Doodles. "I hope this adventure will help many more children have access to this."



Melanie Brabin, the UpsideDowns Education Trust's chairwoman, says while research has shown that integrating students with Down syndrome into mainstream education improves their cognitive skills, more needs to be done to close the gap between them and their peers.

The trust's education scheme goes some way to addressing this with the provision of an in-home specialist programme, including one-on-one training from a fully qualified speech therapist.

"Early education programmes, which focus specifically on the visual teaching methods of reading and picture prompts, can lessen the impact of verbal processing difficulties," says Mrs Brabin.

"This means we can speed up

speech, language and cognitive development, and even the playing field for what they fit school."

In just a few years, the trust has offered 30 families access to the programme, but there are nine families on the waiting list and 600 more children benefit from the same opportunity.

Mrs Brabin says funds raised during Cheeky Lily's Big Adventure will mean children waiting for the programme can now receive it.

The only intervention education programme costs about \$3200 per year, per child, of which the trust covers 80 per cent.

To make a donation, log onto [www.upside-downs.co.nz](http://www.upside-downs.co.nz).

Visit the news section of [www.times.co.nz](http://www.times.co.nz) for more UpsideDowns Education Trust stories.

Coverage of Cheeky Lily's Big Adventure was successfully secured by Impact PR in the *Howick Pakuranga Times*.

The newspaper is circulated twice weekly to over 35,000 homes and businesses in the area.

Coverage of the article was also posted on the newspaper's website (see next slide).



# Horowhenua Mail

press clip



**Horowhenua Mail**  
Thursday 11/03/2010  
Page: 49  
Section: General News  
Region: Levin Horowhenua, NZ  
Circulation: 14,973  
Type: Suburban  
Size: 144.28 sq.cms.



Driving donations: Peter Ingg/Cheeky Lily's Big Adventure/Alan Deedes/district of Kapiti last week, to raise money for children with Down Syndrome.

## Lily's charity drive

By MARGARET IRVINE

Cheeky Lily, a brightly painted dune buggy, is travelling the country to raise money for The UpsideDown Education Trust.

Driven by owner Gene Deedes, the trip, from Kaitiaki to South, was expected to last a week.

On Tuesday last week, Mr Deedes drove from Rotorua to Poroporo, and back to South on Thursday, reaching his way to Christchurch.

Cheeky Lily was named for Mr Deedes' nephew, Lily Man, who has Down Syndrome and was a recipient

of the Trust's educational programme.

"Given the challenges children with Down Syndrome face, it is the most effective thing they can receive to help them live a fulfilling and meaningful life as better educated," he said. "I hope Cheeky Lily's Big Adventure will help pay for more children to have access to it."

The Trust was established in 2002 as a charitable trust and provides education for children with Down Syndrome to improve their learning development.

■ To make a donation to the Trust, contact the Trust on 06 308 1000.

Impact PR successfully secured coverage for Cheeky Lily's Big Adventure in the *Horowhenua Mail* newspaper.

The *Horowhenua Mail* is delivered every Thursday within the rural and provincial areas of Levin, Foxton and Shannon, with a circulation of 14,973 copies every week.

# The Northern Outlook



Northern Outlook  
Wednesday 10/03/2010  
Page: 10  
Section: General News  
Region: Rangiora, NZ  
Circulation: 20798  
Type: Community  
Size: 170.09 sq.cms.



press clip

## Cheeky Lily brightens schoolkids' day

Cheeky Lily took time out from a national road trip to pay a flying visit to nine-year-old Logan McInnes at Ashley School last week.

Lily is a Van swagger beach buggy, driving from Auckland to Invercargill to raise money for The UpsideDown Educational Trust, which funds specialist programmes for Down syndrome children.

The school enabled Lily's driver Brett Doodes and his friend to discover to meet Logan, who has Down syndrome.

The buggy was named after Mr Doodes' six-year-old cousin Lily. She was also, as the garage condition and handling, was the best work.

The school the best buggy after he found it in a dilapidated condition in a local garage.

On the trip Cheeky Lily will visit 20 schools to show children with Down Syndrome.

Logan's mother Di McInnes said her son did not know the truck but was keen to see Lily.



Flying visit: Logan and his school mates with Cheeky Lily and her driver Brett Doodes on their way to Ashley School.

Coverage of Cheeky Lily's Big Adventure was successfully secured by Impact PR in the *Northern Outlook* newspaper.

*The Northern Outlook* is proud of its focus on the North Canterbury community and serves this area with in-depth local news, sport and advertising.

It is circulated to over 21,000 homes twice a week in the region.

# Drive South

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**Drive South** **Motor**

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## Charity hits the road to drive donations

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Tue, 2 Mar 2010 | [Latest News](#)

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Cheeky Lily, a 1963 VW beach buggy will be driven the length of the country by Auckland man Glenn Doodes to raise awareness for the UpsideDowns Education Trust. Photo supplied.

A New Zealand charity dedicated to improving the lives of Kiwi kids with Down Syndrome, will hit the road this week with a campaign aimed at generating funds and raising awareness of its nationwide educational programme.

The UpsideDowns Education Trust has today launched Cheeky Lily's Big Adventure. The initiative will see a 1963 VW beach buggy driven the length of the country in a bid to create national interest in the charity and the work that it does.

Impact PR successfully secured coverage for Cheeky Lily's Big Adventure on the popular website ***Drive South***.

***Drive South*** allows people to buy, sell and advertise their cars online and contains information and news about events in the car community.

The website reaches over 116,000 people every week.

# Yahoo!Xtra

## YAHOO!xtra LIFESTYLE



Impact PR successfully secured coverage for Cheeky Lily's Big Adventure on **Yahoo!Xtra** and the site's Lifestyle home page.

The site features the latest New Zealand national news, entertainment, sport, lifestyle, business, politics, and technology news.

It is also one of the most popular home pages for thousands of Kiwis.

# Google News

Coverage for Cheeky Lily's Big Adventure was successfully secured by Impact PR on the **Google News** website.

**Google News** is a hugely popular international news site that aggregates headlines from more than 4,500 English-language news sources worldwide, groups similar stories together and displays them online according to each reader's personalized interests.



# Femme

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Pregnancy & Beyond

## Charity Hits the Road to Drive Donations

Posted by [Zaida](#) on 2 March 2015, 1:05 PM

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Established in 2002, the Trust provides specialist early education assistance to New Zealand children with Down Syndrome to improve their learning development and help them integrate more fully into the community and mainstream school system.

Down Syndrome is the most common genetic disorder in New Zealand with around one child in every 800\* born with the condition.

Cheeky Lily, a bright aqua beach buggy, is the creation of Auckland man Glenn Doodles whose cousin and Cheeky Lily's namesake Lily Mae aged 6 is a recipient of the Trust's education programme.

Doodles will guide Cheeky Lily from Kaitiaki to Stuffs over a six day period stopping in towns and visiting schools and families along the way.

"Given the challenges children with Down Syndrome have, by far the most effective thing they can receive to help them live a fulfilling and meaningful life is better education. I hope Cheeky Lily's Big Adventure will help many more children have access to this," says Doodles.

The UpsideDowns Education Trust chairperson Melanie Brabin says while research has shown that integrating students with Down Syndrome into mainstream education does improve their cognitive skills, more needs to be done to close the gap between them and their peers.

The Trust's education scheme goes some way to addressing this with the provision of an in-home specialist programme which includes one-on-one training from a fully qualified speech therapist, she says.

"Early education programmes such as ours which focus specifically on the visual teaching methods of reading and picture prompts can lessen the impact of verbal processing difficulties. This means we can speed up speech, language and cognitive development and even the playing field for when they hit school," she

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Impact PR successfully secured coverage for Cheeky Lily's Big Adventure on **Femme** and the site's Lifestyle home page.

**Femme** is a popular health, beauty, fitness and lifestyle website with interesting content that reaches it's health conscious readers.

It is the online extension of the magazine **NZ Multisport**.



# Scoop



<http://www.scoop.co.nz/stories/0303/st0313.htm>

## Charity Hits the Road to Drive Donations

Tuesday, 2 March 2010, 8:55 am  
Press Release: Impact PR

Media Release

March 1, 2010

### Charity Hits the Road to Drive Donations

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"Early education programmes such as ours which focus specifically on the visual teaching methods of reading and picture prompts can lessen the impact of verbal processing difficulties. This means we can speed up speech, language and cognitive development and even the playing field for when they hit school," she says.

Coverage for Cheeky Lily's Big Adventure was successfully secured by Impact PR on the website **Scoop**.

**Scoop is New Zealand's leading**

news resource for news-makers and the people that influence the news.

**Scoop brings together the**

information that is creating the news and averages 450,000 readers per month.



# Voxy

Impact PR successfully secured coverage for Cheeky Lily's Big Adventure on the news website **Voxy**.

**Voxy** is updated throughout the day, seven days a week, with the latest New Zealand national news, entertainment, sport, lifestyle, business, politics and technology news.

The screenshot shows a news article on the Voxy website. The article is titled "Charity Hits The Road To Drive Donations" and is dated November 1st, 2016. The author is listed as "Contributor: Voxy News Engine". The article discusses the United Downs Education Trust's initiative to raise awareness of Down Syndrome through a road trip. It mentions that the trust provides specialist early educational assistance to New Zealand children with Down Syndrome and aims to improve their learning development and help them integrate more fully into the community and mainstream school system. The article also notes that Down Syndrome is the most common genetic disorder in New Zealand, with around one child in every 600 born with the condition. The article is accompanied by a "3-DAY SUPER SALE" banner for accommodation and a "Featured Offers" section with various travel deals.

# Info News

DISABILITY 2 March 2010, 7:17AM

## Charity Hits the Road to Drive Donations

By Impact PR / Fleur Revell

44 views

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Established in 2002, the Trust provides specialist early education assistance to New Zealand children with Down Syndrome to improve their learning development and help them integrate more fully into the community and mainstream school system.

Down Syndrome is the most common genetic disorder in New Zealand with around one child in every 800\* born with the condition.

Cheeky Lily, a bright aqua beach buggy, is the creation of Auckland man Glenn Doodles whose cousin and Cheeky Lily's namesake Lily Mae aged 6 is a recipient of the Trust's education programme.

Doodles will guide Cheeky Lily from Kaitaia to Bluff over a six day period stopping in towns and visiting schools and families along the way.

"Given the challenges children with Down Syndrome have, by far the most effective thing they can receive to help them live a fulfilling and meaningful life is better education. I hope Cheeky Lily's Big Adventure will help many more children have access to this," says Doodles.

The UpsideDowns Education Trust chairperson Melanie Brabin says while research has shown that integrating students with Down Syndrome into mainstream education does improve their cognitive skills, more needs to be done to close the gap between them and their peers.

The Trust's education scheme goes some way to addressing this with the provision of an in-home specialist programme which includes one-on-one training from a fully qualified speech therapist, she says.

"Early education programmes such as ours which focus specifically on the visual teaching methods of reading and picture prompts can lessen the impact of verbal processing difficulties. This means we can speed up speech, language and cognitive development and even the playing field for when they hit school," she says.

In just a few years the UpsideDowns Education Trust has offered 50 families access to the programme, but

Coverage for Cheeky Lily was successfully secured by Impact PR on popular news website **Info News**.

**Info News** is a citizen journalism website for local news in New Zealand.

It allows members of the community to publish news, photos and event details while also providing a forum for opinions, messages and interaction.