

## MEDIA RELEASE



28 October 2008

### **RAINBOW BALL TO RAFFLE BIGGEST CHARITY TRAVEL PRIZE IN AUSTRALIA HISTORY**

The Ilhan Food Allergy Foundation announced today that it will raffle off one of the largest charity travel prizes in Australian history as part of its second annual Rainbow Ball, to be held on Saturday 15 November in Melbourne. Individuals will have a 1 in 200 chance to win the "Ultimate Travel Experience", a \$350,000-valued eight-night holiday package, which will be one of multiple unique and luxurious items for raffle or auction to benefit the Foundation.

The "Ultimate Travel Experience" is an exclusive holiday package that gives one lucky winner the opportunity to take seven friends or family on an unforgettable trip through the Greek Islands. It was created especially for the Ilhan Food Allergy Foundation by the SAPO Club, the luxury travel services company of global travel company SAPO International. In Australia, SAPO is represented by Luxe Travel.

Return business class airfare for eight people from Melbourne, Sydney or Perth, will bring the group to historic Athens, where guests will tour the city and enjoy one night pre- and post-sailing at the Royal Olympic Hotel Athens. The eight individuals will board their own 113-foot private mega-yacht and sail to nine breathtaking destinations in the Greek Islands, before returning to Athens to conclude the ultimate experience.

With just 200 raffle tickets available at \$2500 each, participants will have a 1 in 200 chance to win the one-of-a-kind holiday often reserved for royalty, celebrities or multi-millionaires. Patricia Ilhan, who founded the charitable organization with her late husband John Ilhan, thanked LUXE and SAPO for their partnership and generous donation, which will ultimately help benefit research and public education programs on the issues and causes of anaphylaxis for Australian children.

"We are proud to continue John Ilhan's legacy by raising money and increasing awareness of the dangers associated with food allergies, a problem that affects 1 in 20 children here in Australia," Patricia Ilhan said. "The Ilhan Food Allergy Foundation is dedicated to improving the lives of people who suffer from anaphylaxis and food allergies. We are grateful for the support we have received this year from the community and our corporate partners, and are excited to be offering one of the biggest charity travel prizes in all of Australia, to help raise money for the Foundation."

Raffle tickets for the "Ultimate Travel Experience" can be purchased for \$2500 by calling 1800 983 696, and the entrants need not be present at the event to claim the winning ticket.

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“We are pleased that our contribution will help fund research to finding a vaccine or solution to the growing problem of life-threatening and severe allergic reactions from food allergies,” said Bill Floropoulos, CEO of LUXE Travel. “While this has been a difficult time for many businesses and individuals, we hope that the opportunity to enjoy one of our luxurious packages at a fraction of the cost will ultimately allow someone to feel like a billionaire, while donating money to a very special cause.”

Other items for auction and raffle include “Roll the Dice in Las Vegas”, a 1 in 37 chance to win a weeklong-trip for two to Las Vegas and the iconic Bellagio Hotel, and “Life’s a Beach at Club Med”, which includes a trip for two to the exclusive Club Med resort on the Maldives Archipelago in Kani. Luxury cars, an exclusive media package, luxurious women’s package and ultimate men’s adventure package will also be auctioned off, with additional prizes to be announced later.

The event, which will benefit research and public education programs on the issues and causes of anaphylaxis for Australian children, will be held at the Palladium at Crown in Melbourne on Saturday 15 November at 7 p.m. Marcia Hines, singer, actress and current judge on Australian Idol, will provide the entertainment while *the brasserie by Philippe Mouchel* will provide the menu for the evening.

Tables of ten to the event can be purchased for \$5,000 or \$500 per head. Sponsorship packages are also available, which may be tax deductible. Money raised on the night will support the work of the Ilhan Food Allergy Foundation, which is dedicated to promoting research and educating the public about the issues and causes surrounding anaphylaxis, a life-threatening severe allergic reaction caused by eating food or coming into contact with another product that provokes allergy. For more information about the charity or the Rainbow Ball, please visit [www.IlhanFoundation.org](http://www.IlhanFoundation.org).

### About the Ilhan Food Allergy Foundation

The Ilhan Food Allergy Foundation is a charitable trust dedicated to funding research, educating the public and raising awareness about the issues surrounding anaphylaxis and resources for management of the condition. The Foundation believes that by ensuring the health and welfare of our children we ensure the health of our community and create a stronger Australia for generations to come.

For further information, interview and pictorial opportunities, please contact:

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