



AFLW PLAYERS SHOW THEY CARE

Media Release

Sunday 19th March

AFLW players from across the country have donated a portion of their football payments to *beyondblue* through AFL Players' Association charity program AFL Players Care.

A total of \$5425 was donated to *beyondblue* to help support people affected by depression, anxiety and suicide, after players contributed \$25 each for the season – a pro rata amount based on the AFL Players donations made by male players.

beyondblue was elected AFLW players' charity of choice via vote by the wider playing group after each of the eight clubs contributed to a shortlist of candidates.

Western Bulldogs AFLPA delegate Lauren Morecroft says she's proud that her teammates and rivals have all come together to support such a fantastic cause.

"*beyondblue* is an outstanding organisation helping tackle one of the biggest issues facing people from right across Australia," Morecroft said.

"To come together through AFL Players Care and put our support and profile behind the cause is something we're all really proud of."

AFL Players' Association CEO Paul Marsh commended the AFLW playing group for their generosity and social leadership.

"The AFLW cohort demonstrated great enthusiasm in joining the AFL Players Care program earlier this year," he said.

"Their willingness to give back to the community is a real credit to the group and it's fantastic to now have our male and female members contributing to the AFL Players Care program to extend the reach and impact of this great initiative."

beyondblue CEO Georgie Harman welcomed the inaugural donation from the AFLW group and thanked the playing group for their support.

"We are thrilled and honoured to have been selected by the players to receive the AFLW's inaugural AFL Players Care donation," Ms Harman said.

"Having the support of such a diverse and inspiring group of women, who have become role models for young girls and women and put equality front and centre for all Australians, will significantly help us raise awareness and fight the stigma and discrimination associated with mental health conditions.





aflplayers care

“*beyondblue* provides vital support to people affected by depression, anxiety and suicide right across Australia, but we need the community’s support to do this. The AFLW’s donation will help *beyondblue* continue those services that support so many people in rural, regional and metropolitan areas.”

The AFL Players Care program launched in 2016 with male players donating almost \$400,000 to 33 charities through the AFL Players Care program over the past 12 months.

Ladder continues as the official charity partner of the AFL Players’ Association, with more than \$217,000 donated by AFL players each year and many players mentoring homeless young people across Australia.

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