

CRUDEN FARM
LANGWARRIN 3910

July 27th, 2009

Mr. Sanjib Roy
Chief Executive Officer,
Yooralla,
Level 2,
244 Flinders Street,
MELBOURNE, 3000

Dear Sanjib,

It is with great pleasure that I accept the invitation to become Patron of the Yooralla Media Awards.

As a long-standing and passionate supporter of Yooralla, I am delighted to think that an awards program is being created with the aim of acknowledging and encouraging positive media reporting of disability and the issues related to it.

If it assists in breaking down the unfortunate stereotypes that exist, and giving voice to an often marginalized group of people, then it will play a very important role in changing community attitudes. This is an issue that is particularly close to my heart.

Please pass on my thoughts to all members of the media and encourage them to nominate in their own right or to encourage others to do so. Change will only come about through affirmative action, and the media is, I believe, best placed to achieve this.

I would be thrilled to attend the Awards presentation event on December 3rd, if possible.

~~Yours truly,~~ *Yours sincerely*
Elisabeth Murdoch

Dame Elisabeth Murdoch AC, DBE