



## AWL Press Release

### **“Paul Newman finds unsung hero in heart of Queensland’s South East”**

The President of the Animal Welfare League of Queensland (AWL Qld), Denise Bradley, has been recognised as one of Paul Newman’s ‘unsung heroes’ as part of the Newman’s Own Foundation 2007 \$1 million grant program.

The AWL Qld was established 48 years ago and provides the main sanctuary shelter for homes and in-need cats and dogs for the Gold Coast region. The organisation currently rehomes 6,000 animals annually and educates over 7,000 school children yearly about responsible companion animal care. The AWL Qld has received \$28,800 from Paul Newman to purchase a large transit style van whose primary purpose will be to act as a mobile adoption platform as well as to enable the League’s many educational outreach programs to be delivered directly to residents all over the Gold Coast community.

According to the AWL Qld Director of Special Projects David Hoskot, Denise is a lifelong and diligent campaigner for responsible companion animal care.

“Denise has worked tirelessly at the AWL in an unpaid position for 14 years. She is passionate about educating people, especially children, about the responsibilities of owning cats and dogs. Her dedication to the compassionate care of all these animals can be seen in the shelter’s excellent results – euthanasia figures have steadily decreased and rehoming figures continue to increase.”

Denise became the President of the AWL in 1998 and today the League has 75 staff and a volunteer force of nearly 300 who care for the almost 10,000 animals, mainly cats and dogs that arrive at the shelter each year.

Newman’s Own Foundation spokesperson, Sue Home said the success of the Paul Newman’s range of pasta sauces and salad dressing in Australia will continue to benefit local charities.

“The success of the Paul Newman’s product ranges means we are able to return the profits back to Australian charities. The special thing about the donations made by the Newman’s Own Foundation is we often find the charities that may otherwise be overlooked but are in need of just as much support as any other charity.”

To date over 700 Aussie charities have received a total of more than \$10 million (AUD) from the Newman's Own Foundation. Paul has no problem with using his celebrity status to promote his hugely successful salad dressings and pasta sauces, which is best summed up in his tongue-in-cheek branding tagline – "Shameless Exploitation in the Pursuit of the Common Good".

Charities interested in finding out more about the Newman's Own Foundation should visit [www.paulnewmansown.com.au](http://www.paulnewmansown.com.au) throughout the year for up to date application information and funding criteria details.

**For more information or an interview please call Amanda Freeman on (07) 5509 9030**