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## **CELEBRITIES SUPPORT MI FELLOWSHIP'S BIGGEST EVER CAMPAIGN**

### **ERIC BANA AND PROFESSOR ALLAN FELS LEND SUPPORT**

Mental Illness Fellowship Victoria (MI Fellowship) is launching the biggest communication campaign of its 25-year history as part of Mental Health Week 2004 (October 10 – 17). The 'Five In Five' campaign has been supported by the Australian film community and features the voice of international actor **Eric Bana** who donated his time. "Eric did not hesitate to be involved. He understands that mental illness affects us all and that we all have a responsibility to help," says Kate Forster of digitaldogma the producer of the commercial. "Eric's support means more people will hear what we have to say," added James Beckford Saunders, Five In Five Campaign Manager at the Mental Illness Fellowship.

The campaign features a group of five animated people. A roll of the dice highlights the fact that anybody could be affected by mental illness, which is caused by an imbalance of chemicals in the brain. It also sends the message that with the improvements in treatments and community support, a full, meaningful life is possible.

The commercial will premiere on television nationally Sunday October 17. It also has radio and cinema executions. **It will be launched at 12.30pm the same day by former ACCC Chief Professor Allan Fels at Open Mind Day in Station Street Fairfield. Media is invited to attend.**

#### **CD AND BROADCAST QUALITY VIDEO AND STILL IMAGES OF COMMERCIAL AVAILABLE**

The commercial can be viewed at <http://www.mifellowship.org/5in5/5in5.htm>

The campaign is the result of intensive market research and development led by digitaldogma in Melbourne, who were responsible for securing the services of some of Australia's premier film production talent involved to work on it. These included Eric Bana (the Hulk, Troy, Chopper), Frank Lipson (sound for The Matrix, Baz Luhrmann's Romeo and Juliet) and Bill Murphy (Editor for Harvie Crumpet, Romper Stomper).

The Mental Illness Fellowship Victoria runs 35 programs across Victoria including rehabilitation, education, respite and vocational programs. It has an annual budget of \$7 million. It is Victoria's largest membership-based mental health organisation and has 170 staff, over 500 volunteers, 1500-plus members and over 40,000 supporters.

The public can contact the Mental Illness Fellowship on 1800 985 944 or visit [www.mifellowship.org](http://www.mifellowship.org).

Interviews: MI Fellowship Media Contact Brett de Hoedt: 03 9510 0848 / 0414 713 802.