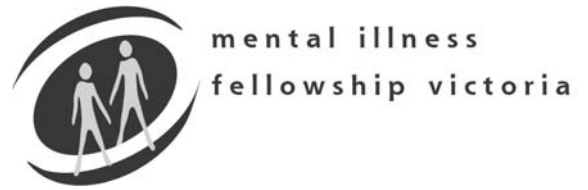


TV / RADIO / PRINT

Diary Date



Immediate Release

PROFESSOR ALLAN FELS LAUNCHES TV COMMERCIAL FEATURING ERIC BANA

Sunday October 17 at Open Mind Day Station Street Fiesta, Fairfield

Mental Illness Fellowship Victoria (MI Fellowship) will launch '**Five in Five**', the biggest campaign of its 25-years at the Open Mind Day Station Street Fiesta in Fairfield this Sunday 17 October. **Former ACCC Chief, Professor Fels** will launch the commercial at 12.30 at the Mental Illness Fellowship stand at Open Mind Day.

The 30-second animated commercial will premiere nationally on television Sunday night. It features the voice of **actor Eric Bana** and aims to raise understanding and support of people with mental illnesses. Cinema, billboard, print and radio executions are part of the campaign, which is based on new research into attitudes of the general public about mental health.

INTERVIEWS WITH PROFESSOR FELS AND MI FELLOWSHIP SPOKESPEOPLE AVAILABLE.

**ALSO AVAILABLE FOR INTERVIEW IS LAWRIE HORNER
WHO HAS BEEN DIAGNOSED WITH SCHIZOPHRENIA**

RADIO EDIT CD, BROADCAST QUALITY VIDEO AND STILL IMAGES OF COMMERCIAL AVAILABLE

RADIO NEWS GRABS AVAILABLE PRIOR TO EVENT

Preview the commercial at <http://www.mifellowship.org/5in5/5in5.htm>

The Open Mind Day Station Street Fiesta is an annual event featuring musicians, comedians, mind illusionists, carnival rides, face painters, a children's farm and traders' stalls. What makes the event unique is that it actively promotes positive messages and information about mental health and involves people with a mental illness. **GREAT VISION.**

MI Fellowship Victoria runs 35 programs across the state including rehabilitation, education, respite and vocational programs. Its annual budget is \$7 million and is Victoria's largest membership-based mental health organisation with 170 staff, over 500 volunteers, 1500-plus members and over 40,000 supporters.

Open Mind Day Station Street Fiesta will kick off at 12 noon on Sunday 17th October with the MI Fellowship TVC launch at 12.30pm. The launch will take place at the MI Fellowship stand near the main stage.

For more information about Open Mind Day and five ways to help visit www.mifellowship.org
Contact MI Fellowship media advisor Brett de Hoedt, Mayor of Hootville Communications on
03 9510 0848 / 0414 713 802.