



July 2011

Footy Fever at Bedford Port Lincoln

For Bedford Port Lincoln employee Jade Parfit – this Sunday 10 July will be a once in a lifetime opportunity.

The avid footy fan has never experienced an AFL game live, nor has she travelled away from home without her parents, but this weekend she'll get to do both as she heads to Adelaide to be a part of a Charity Footy Day.

As part of the day, Jade will watch all the action of the Port Power V St Kilda match alongside 16 other Bedford employees from the plush surrounds of a Superbox at AAMI Stadium.

"I'm just so excited – I love Port Power and I am really looking forward to seeing the game live with my Bedford friends," Jade said.

"Everyone in my family loves the footy so I think they're pretty jealous of me!"

Bedford Port Lincoln Regional Manager Rod Sandercock said the event had been a talking point at the organisation all week.

"We've certainly got a group of very excited employees on our hands," Rod said.

"For many of our team this isn't just the first visit to an AFL match, it's the first opportunity to get to Adelaide and see AAMI Stadium – not to mention the first trip away from their families – needless to say it's a really big deal and we extremely thankful for the opportunity."

This opportunity has been organised by David Holst, a former SANFL player now Chairman of Intellectual Disability Association and it is the second year that the Charity Footy Day has been held. The SANFL have donated the box and the day has been supported by Coca Cola. All employees will receive a goodie bag thanks to the Port Adelaide Football Club.

PHOTO OPPORTUNITY

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| What: | Bedford Port Lincoln employees set off – waving their Port Power flags – for the trip of a lifetime to attend their first AFL game |
| When: | Friday 8 July pre-shoot 1pm – or Saturday 9 July at 8am |
| Where: | Bedford 30 Coronation Place Port Lincoln |

Bedford background: Visit www.bedfordgroup.com.au/news_and_info

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