**Diary Alert**

**For immediate release December 2007**

**Keep the Beat!**

**Intensive Care Foundation’s 2008 Intensive Care Appeal**

**What:**

The Intensive Care Foundation’s 2008 Intensive Care Appeal.

The face of the 2008 Appeal is **Jimmy Barnes** and the theme is **Keep the Beat**. Jimmy is no stranger to intensive care having undergone open heart surgery.

**When:**

**14th April through to 27th April 2008** with **Intensive Care Day** penned for **Friday 18th April**.

**Where:**

Colourful wristbands, key tags and four-coloured pens will be available at ANZ banks throughout Australia, Jesters Pie outlets in New Zealand and Intensive Care Units across Australia and New Zealand – all items are priced at $2.

**Intensive Care Foundation:**

The Intensive Care Foundation is dedicated to improving the care of critically ill patients by raising funds for vital clinical research as well as educating health professionals responsible for intensive care.

The Foundation aims to raise awareness and profile of intensive care throughout the community, highlighting the miracle work that intensive care doctors, nurses and researchers perform as part of their daily jobs.

The Foundation’s overall aim is to improve the number and quality of lives saved in ICUs each year.

To date the Foundation has provided 52 grants to Australian and New Zealand research projects totalling more than $1.7 million since 1999. In 2007 almost a quarter of a million was granted.

**For more information:**

[www.intensivecareappeal.com](http://www.intensivecareappeal.com) or call +61 3 9340 3444.