



## MEDIA RELEASE

### INTELLIGENT DEPOSIT FOR A SMART CAUSE New ATM Technology Showcased at Wheels for a Day

*Monday 9 November, 2009* - When nine prominent Australians battle it out in wheelchairs today in Sydney's Martin Place, they will be among the first in Australia to test out new ATM technology; and, all for a good cause.

As part of ParaQuad's Wheels for a Day race in Martin Place, high profile celebrities including **Grant Hackett**, comedian **Julia Morris**, WFSM's **Jonesy and Amanda**, renowned singer **Jenny Morris** and Channel Nine media personality **Ben Fordham** will be performing everyday tasks in wheelchairs such as buying a coffee and using an ATM machine.

Now in its third year, Wheels for a Day aims to highlight the challenges faced by those in a wheelchair launching national Spinal Injury Awareness Week which runs from Monday 9<sup>th</sup> November through to Sunday 15<sup>th</sup> November.

The new ATM technology, known as "Intelligent Deposit" from ATM market leader NCR, allows customers to deposit cash and cheques into ATMs without putting the funds in an envelope first. The new technology, the first of its kind in Australia, counts cash and reads the value of cheques, allowing consumers to conveniently deposit funds without having to queue up in a branch. The new technology will be used in the Wheels for a Day celebrity competition and spectators will be able to donate to a good cause by making deposit donations at the new ATM.

Sydneysiders are encouraged to come along to watch the race and make a donation to ParaQuad using the new NCR ATM technology.

WHAT: ParaQuad NSW's Wheels for a Day  
WHEN: Monday 9 November, 2009  
11.30am - 2.00pm  
WHERE: Martin Place, Sydney  
WHO: Grant Hackett (former Olympic gold medallist and one of the world's greatest distance swimmers)  
Julia Morris AKA Lady J-Mo (International comedian)  
Jenny Morris (ARIA award winning Australian singer)  
Jonesy and Amanda (WFSM media personalities)  
Ben Fordham (Nine Network media personality)  
In addition to celebrities, high profile members of Sydney's business community will take part in the event:  
Rob Coombe (CEO, BT Financial Group)  
Geoff Lloyd (GM, Advice and Private Bank, Westpac)  
Rino Matarazzo (GM Customer Service, RailCorp)

For more information visit [www.paraquad.org.au/LatestNews/WheelsforaDay](http://www.paraquad.org.au/LatestNews/WheelsforaDay)

\*\*\*ENDS\*\*\*

## Available for Interview:

- Grant Hackett
- Julia Morris
- Wendy Potter, Chairman, ParaQuad NSW

## Facts on Spinal Cord Injuries

- It is estimated that around 10,000 people in Australia live with a spinal cord injury
- Between 300-400 new injuries are reported each year
- After a spinal cord injury, it may take a year or more before the person can leave hospital and return to the community

## About ParaQuad

ParaQuad NSW is a not-for-profit member-based association striving to empower people with spinal cord injury to achieve their potential. ParaQuad is a registered charity with Deductible Gift Recipient (DGR) status.

Formed in 1961, ParaQuad has provided vital care, support and clinical services to people with spinal cord injuries, their families and carers for more than 40 years.

People with disabilities often have difficulty in achieving their desired quality of life without support and assistance. After a spinal cord injury, it may take a year or more before the person can leave hospital and return to the community.

Even then, the journey is not easy. People with newly acquired spinal cord injuries may have to find a new and accessible place to live, and/or require assistance with activities they used to take for granted, such as getting out of bed, showering, toileting and shopping. In addition there may be ongoing health, adjustment and social issues to contend with.

ParaQuad provides a support system that aims to meet the needs of people with a spinal cord injury and their families at every stage of life. The cost for this personal care is between \$190,000 - \$300,000 per year.

The services are designed to help our clients with spinal cord injury to have the same opportunities as everyone else to participate in the community.

ParaQuad's services include:

- Clinical practitioners specialising in spinal cord injury
- Supported accommodation for people with transitional and long term care needs
- Home-based personal support care
- Information, advocacy and assistance
- Training and community awareness programs
- Continence and related healthcare supplies

## About Wheels for a Day

In its third year, ParaQuad NSW's event 'Wheels for a Day' aims to raise awareness of the everyday challenges faced by people who use wheelchairs, with a particular emphasis on workplace access. Wheels for a Day is ParaQuad's feature event for 'Spinal Cord Injury Awareness Week', a national campaign which runs from 9 through to 15<sup>th</sup> November 2009.

Media enquiries please contact:

Jo Wallace



T: 02 9517 1710

M: 0407 201 394

E: [jo@rubystarpr.com.au](mailto:jo@rubystarpr.com.au)