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Jeans For Genes For Trains

Print preview



TorchMedia have partnered with Jeans For Genes Day to raise awareness of the event amongst commuters in Sydney. The new campaign will feature across Sydney metropolitan trains in the lead up to Jeans For Genes Day on August 1st.

Jeans For Genes Day encourages the community to throw on their favourite pair of jeans, and make a donation to raise much-needed funds for research into birth defects, genetic disorders and diseases such as cancer and epilepsy. Every dollar raised helps the Children's Medical Research Institute to discover treatments and cures, giving every child the opportunity to live a long and healthy life.

The campaign has been designed to communicate with hard to reach commuters, who may not be aware of either the day or what it is trying to achieve. TorchMedia are providing the media space for the charitable organisation, with the train campaign running from mid-June to late July.

Source - TorchMedia press release. Contact Jonas Tobias from Lefthand Presents on 0431 906 814 or at Jonas@Lefthandpresents.com.au



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