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Jeans For Genes Day

Advertiser: Children's Medical Research Institute
Added: 04 July 2014

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Media Agency: TorchMedia

TorchMedia have partnered with Jeans For Genes Day to raise awareness of the event on 1 August where people are encouraged to shed workwear and uniforms for jeans to support and raise funds for charity. Children's Medical Research Institute that researches genetic birth defects and diseases such as cancer, epilepsy, and a range of genetic disorders.

Banners will feature across Sydney trains to target commuters in the lead up to Jeans For Genes Day.

The campaign runs until late July.

Credits:
Client: Children's Medical Research Institute
Agency: TorchMedia

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