

FEEHAN COMMUNICATIONS **making headlines**

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PHOTO (above) Norelle Feehan (centre) with new team Helen McDonald (left) and Siena Perry (right) at the Jeans for Genes auction.

Yes, there have been changes since the last 'Making Headlines'. As you see above, the arrival of new staff is the big news. Aviva moved on after seven years here and is replaced by Helen McDonald - who brings loads of experience in not-for-profit PR and corporate writing. Supporting us on occasions is Siena Perry, between tutorials and essays required for her BA studies.

We have also finally gone broadband and will soon create a website at www.feehanpr.com and we will keep you posted. Note Norelle's new email address is norelle@feehanpr.com

Thank you and please visit us at 60
Park Street in the city - we make a
pretty good coffee or herbal tea!

10 campaigns - Jeans for Genes

It's still got legs! Many stories for the 10th Jeans for Genes Day once again captured the imagination of Australian media. A winner was the art retrospective - we knew it would be a colourful event & media opportunity, especially with the calibre of celebrities and artworks. Stories also revolved around supporters - from Amanda Keller with her healthy new baby to other personal accounts of living with a child with a genetic disease. Our work on this campaign continues to challenge and inspire us.



And research results

Behind the popular fundraising Jeans for Genes Day - indeed the reason for it - is the basic research aimed at better knowledge and treatments. Our stories about scientists at the Children's Medical Research Institute have had a good run in the media including SMH, Nine News and ABC TV News.



Woman's Day, 28 July 2003



Sydney Morning Herald, 14 August 2003



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Daily Telegraph, 8 July 2003

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