

Telstra keeps the promise by sponsoring Legacy

30 August 2009 – Telstra and Legacy today announced a long-term national sponsorship that provides financial assistance and telecommunications services to help support the families of fallen Australian Defence Force members.

Telstra CEO David Thodey said the sponsorship reflected the company's commitment to providing practical support for Australians in times of need.

"Legacy is an organisation Australians have come to admire greatly for its practical and moral support to people facing the tragic loss of a loved one in the service of their country," Mr Thodey said.

"We all owe a debt to those who have made the ultimate sacrifice for Australia, and our hearts go out to their families who carry a great burden on behalf of all of us.

"This Telstra sponsorship is our way of keeping the promise to do what we can to help support families that have sacrificed so much for our great country."

Both Legacy and Telstra recognise the importance of communications in helping people going through tough times and living with extremely stressful situations. Telstra will also help Legacy to explore new online tools for fundraising.

"The Telstra partnership with Legacy is a fantastic outcome. These two iconic Australian brands working together will be warmly welcomed by the 115,000 widows and 1,900 dependents that come under Legacy's care," Legacy Co-ordinating Council Chairman David Kelly said.

"It will enable Legacy to provide support services to help overcome social isolation for our many elderly widows, and connect our young people.

"It will also enable this geographically diverse organisation which is run by volunteers, to engage with each other and share information in a more meaningful and regular way using telecommunications."

Telstra's support of the work of Legacy is another development in the close relationship Telstra has with the Defence Forces. On Anzac Day this year, thousands of Australians took up Telstra's offer of free messages of support for Australian Defence Forces stationed overseas.

Both Legacy and Telstra expect the sponsorship to leverage Telstra's communications expertise to help Legacy to reach out in more ways to families in need and connect them with a support network of other families who understand what they are going through.

About Legacy:

Born out of the trenches of WWI and established in 1923, Legacy was founded on a promise made by returned servicemen to support the families of their comrades who did not return or who died subsequently. This commitment is intensified today with Legacy's services continuing to support thousands of veterans currently deployed on dangerous defence missions around the world.

Legacy provides education support for children and medical as well as financial social and welfare assistance to widows and families of deceased war veterans.

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