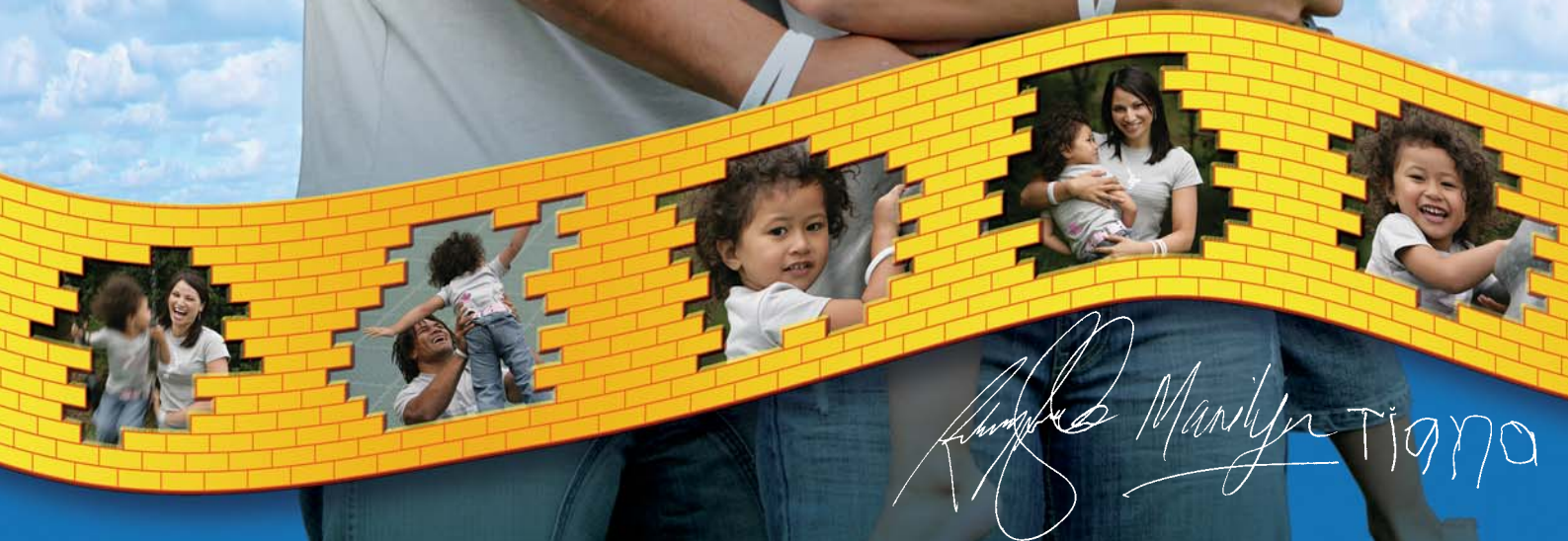
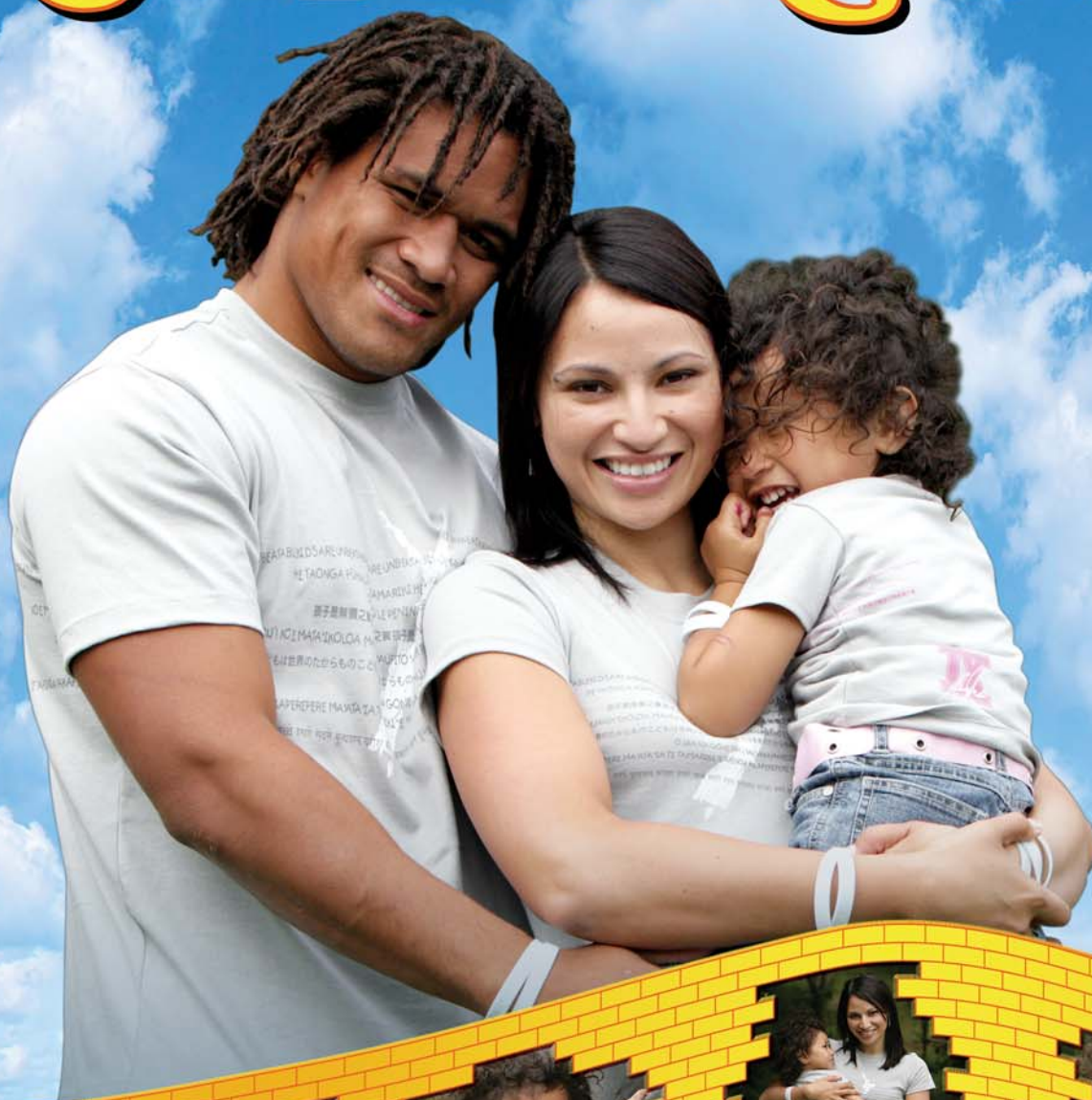


KIDS ARE UNBEATABLE



Stop the Tears

It's time to stop the tears, to stop the tears of children who live with abuse in our country. The increasing rate of child abuse in New Zealand is not something to ignore. The 2005 Unicef/Innocenti report ranked New Zealand as third worst out of 27 OECD countries for children dying from maltreatment.

The Body Shop **The The Body Shop** New Zealand along with

campaign partner **jigsaw**, a child abuse prevention agency, continue to take action against domestic violence by launching the second phase of their 'kids are unbeatable' campaign which focuses on children as the forgotten victims.

Hot Fact

Here's a fact. Police recorded 56,380 occurrences of family violence in 2005, at which approx 65,000 children were present (Sourced from Police statistics from New Zealand National Police Headquarters).

The First Phase

The first phase of the 'kids are unbeatable' campaign was launched on August 1 2006 with a free concert by one of New Zealand's favourite bands, Fat Freddy's Drop. It was a truly unbeatable day! The community based event was successful in raising the awareness of **jigsaw** as well as the serious issue of child abuse in New Zealand. It was a celebration of children and an opportunity to raise much needed funds for **jigsaw**, so that they could extend their front line services. "We had a great launch with a lot of media exposure which created awareness about child abuse. The public responded with more calls to our 0800 line, they purchased fundraising t-shirts, wristbands and soaps from **The Body Shop**, while also picking up information pamphlets. All this means that more parents and families have great information about what works to raise their children safely and what to do if they are worried about child abuse or family violence" – Liz Kinley joint CEO of **jigsaw**.

Since August 2006 over 4000 of the campaign t-shirts, designed by campaign spokes-family Rodney, Marilyn & Tiana So'oialo, have been sold to supporters. Over 22,000 wristbands have been sold as well as 3000 daisy soaps. This, along with generous donations from the public, has meant that the 'kids are unbeatable' campaign has raised over \$180,000 for **jigsaw** in less than 12 months. Liz Kinley, joint CEO of **jigsaw** said "The money raised so far has enabled **jigsaw** to achieve many things that would have not been possible had it not been for the campaign. It has helped us build a profile with the New Zealand public so people know what we stand for and what we do for children and families. We have also been able to launch our website (www.jigsaw.org.nz) which has lots of useful information for parents and families. Finally the money has enabled us to do some valuable training and professional development for our member agencies across New Zealand all for the single objective of the prevention of child abuse".

In the week prior to the launch of the 'kids are unbeatable' campaign, the 0800 line averaged 6.8 calls per day, the week after the launch there was an average of 11.9 calls per day (42.9 percent increase). The high point was 27 calls which occurred on the day of the launch.

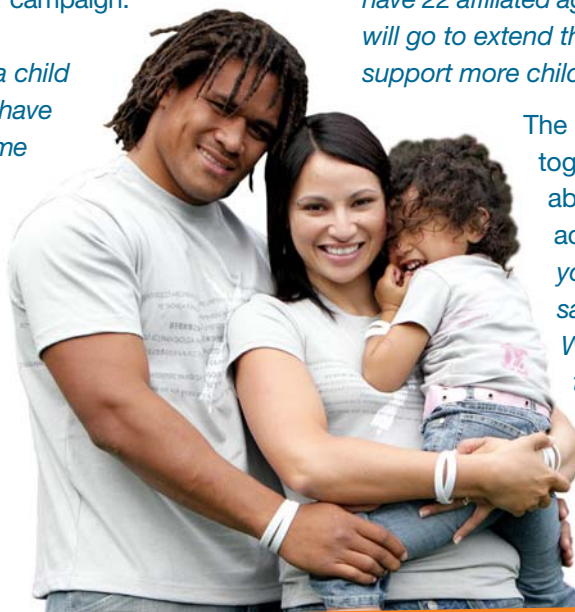
Hot Fact

The So'oialo Family

Campaign spokesfamily Rodney, Marilyn and Tiana So'oialo are again taking a stance against child abuse in New Zealand by fronting the 'kids are unbeatable' campaign.

Rodney - "I find it hard to think of a child being abused in their home. We all have the basic right to feel safe in our home and are horrified when we hear of home invasions. However a child abused in their own home is experiencing a different type of home invasion; at the hands of the people who are supposed to be caring for and protecting them".

The tee designed by the family is back by popular demand and all profits will go to **jigsaw**.



Rodney - "We want to be able to raise much needed funds for jigsaw to extend their front line services. At this stage they have 22 affiliated agencies, and the money from the tee shirts will go to extend their agencies further allowing them to support more children, parents and families"

The So'oialo family hopes that by working together to front this campaign they will be able to get potentially life saving messages across to the public. Marilyn So'oialo - "If you ever feel concerned for the immediate safety of a child, call the Police immediately. Without hesitation. Do not wait for the abuse to stop, or hope that it will soon. Do not put yourself in danger; leave it to the Police to investigate. Remember, preventing violence against children is everybody's business, we can not turn a blind eye".

'Kids are unbeatable' Show Your Support

There are many ways to show your support for the **kids are unbeatable** campaign and help stop the tears of children experiencing family violence.

Campaign Tees

Purchase the stylish campaign T-Shirt designed by Rodney, Marilyn and Tiana So'oialo from any of **The Body Shop** stores nationwide. The T-shirt is available in sizes for men, women and children.

Adult's T-shirts are \$35 whilst kids T-shirts are \$25.00, full profit goes to **jigsaw**. "The design reflects the cultural diversity of our country through the different languages printed over the map of New Zealand. The number nine also has a strong presence in the design, through the nine lines on the front and the Roman numeral nine on the back. This is to represent the nine precious children we lose on average each year as a result of maltreatment" - Rodney, Marilyn and Tiana So'oialo.



Daisy Soap

Purchase our gorgeous Daisy Soap for only \$5.00 with full profit going to **jigsaw**. The soap, specifically developed for the 2006/2007 campaign, is lightly scented with a pretty floral fragrance. It contains daisy extract, and moisturising Community Trade shea butter from Ghana.



Wristbands

Purchase a cool dusky blue wristband for \$5.00 (full profit goes to **jigsaw**). The band features the words 'kids are unbeatable' and Rodney's signature. Bands are available at **The Body Shop** nationwide in both adults and kids sizes.

NEW!
**Let your lips do
the talking**


Purchase **The Body Shop** new pink Hi-Shine Lip Treatment and help support our 2007 Stop Violence in the Home – '*kids are unbeatable*' campaign.

Here's a shocking fact. New Zealand loses on average 9 precious children each year due to maltreatment. The more we talk about this serious issue, the more we are doing to help. And now you can let your lips do the talking another way. Purchase a special edition pink Hi-Shine Lip Treatment (RRP \$26.00) from **The Body Shop** and full profit will go to **jigsaw**.

The translucent pale pink shade delivers a high shine finish for maximum glossiness and is delicately fragranced with passion fruit. That's not all. With its distinctive daisy logo, every time you use your special edition Hi-Shine Lip Treatment, you're sending out an empowering message: child abuse has to be stopped. Let's do something about it. Today.

And there s more

Hi-Shine Lip Treatment contains Community Trade marula oil from Eudafano Women's Co-operative in Namibia. Supporting this product provides women in marginalised, rural communities the opportunity to earn a fair wage.

The Second Phase

We're off to see the Wizard! The second phase of the 'kids are unbeatable' campaign kicks off on Sunday the 24th of June with a special screening for the whole family of the 1939 classic 'The Wizard of Oz' at The Embassy Theatre in Wellington.

Take a step back in time, the re-launch of the 'kids are unbeatable' campaign is set to be an old fashioned Hollywood style event. It will be great fun for the whole family with red carpet, New Zealand celebrities, costumed characters, old fashioned ushers, a jazz band, vintage cars parked outside and it won't be like watching any old movie it's going to be a memorable experience. Tees, Hi-Shine Lip Treatments, wristbands and soaps will be available to purchase on site.

The '*kids are unbeatable*' Wizard of Oz Charity Screening

Date: Sunday 24th June

Time:

General Ticket Holders:
2.30pm - 4.15pm.

Premium Ticket Holders:
1.30pm – 4.15pm (Drinks,
nibbles & entertainment at
1.30pm, screening starts at
2.30pm).

Location: Follow the yellow
brick road to The Embassy
Theatre, 10 Kent Terrace,
Wellington, NZ.

Tickets:
General Ticket Holders:

Adult \$20.00
Child \$10.00

Premium Ticket Holders:

Adult \$40.00
Child \$20.00

Tickets are available from The
Embassy Theatre from Monday
4th June.

Total ticket sales will be
donated to **jigsaw** agencies
across New Zealand so that

they can help stop the tears of
the New Zealand children who
live with abuse.

Dress: Casual or fun. Everyone
is invited to dress-up in
1930/40's or Wizard of Oz
Themed costumes. The
Costume Company (Corner
Victoria & Ghuznee St,
Wellington) is even offering all
ticket holders 10% off costume
hire. Face-painting will also be
available for a gold coin
donation.

RSVP:

Any media wanting to attend this event
please contact Jen King directly for a
Media Pass (children are welcome):
jen.king@thebodyshop.co.nz;
DDI 04 460 7450
CELL 021 800 503.





Campaign partner, **jigsaw** (formally known as CAPS NZ) is a well established, growing national movement made up of regional, community based social service agencies working towards their shared vision of safe children, safe parents and safe families. They actively advocate against all forms of child abuse, neglect and family violence. Working with over 8,000 clients per year **jigsaw's** contribution to child abuse prevention in New Zealand is significant, given that Child Youth and Family work with approximately 27,000 cases yearly.

Agencies deliver professional services and programmes across the breadth of the service delivery spectrum. From prevention initiatives to crisis response to post crisis healing and change services. All agencies have their own mix of programmes with some more focused on one part of the service spectrum and others working across the range.

Liz Kinley and Tau Huirama joint CEO's of **jigsaw** note "*The 'kids are unbeatable' campaign with **The Body Shop** has been very beneficial for **jigsaw**. It has enabled us to let the public know about **jigsaw** and the work we do for children*

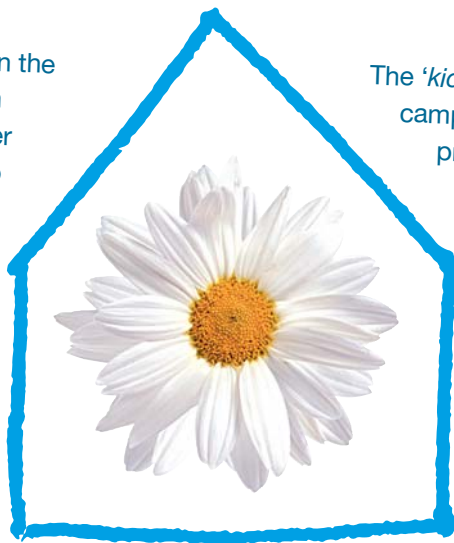
and their families. It has helped us get our child abuse prevention messages out and to have a stronger voice on behalf of children".

The '*kids are unbeatable*' campaign is lucky to once again have the support of other child focused organisations including; Save the Children NZ, UNICEF, Barnados, and Plunket. They band together in an effort to create greater awareness so that the voices of children in need are heard far and wide. This will also give parents and caregivers the opportunity to be made more aware of the vast range of services available to them across all of these organisations.

For further comments from **jigsaw** please contact: Janet Bagshaw on (04) 801 2704 or at janet@jigsaw.org.nz. For further comments from **The Body Shop** or the So'ialo family please contact: Jen King on 04 460 7450 or at jen.king@thebodyshop.co.nz

Help Stop Violence in the Home

The Body Shop 'Help Stop Violence in the Home' campaign was first launched in Canada in 1994. It is now active in over 40 global markets and continues to go from strength to strength, inspiring employees and customers alike to take action against the issue of domestic violence. In 2006, **The Body Shop** launched its campaign against domestic violence focused on children, in 45 countries across the world from Australia to Singapore to the UK, in turn raising more than £500,000 for campaign partners across the world.



The '*kids are unbeatable*' campaign will work to promote positive messages of

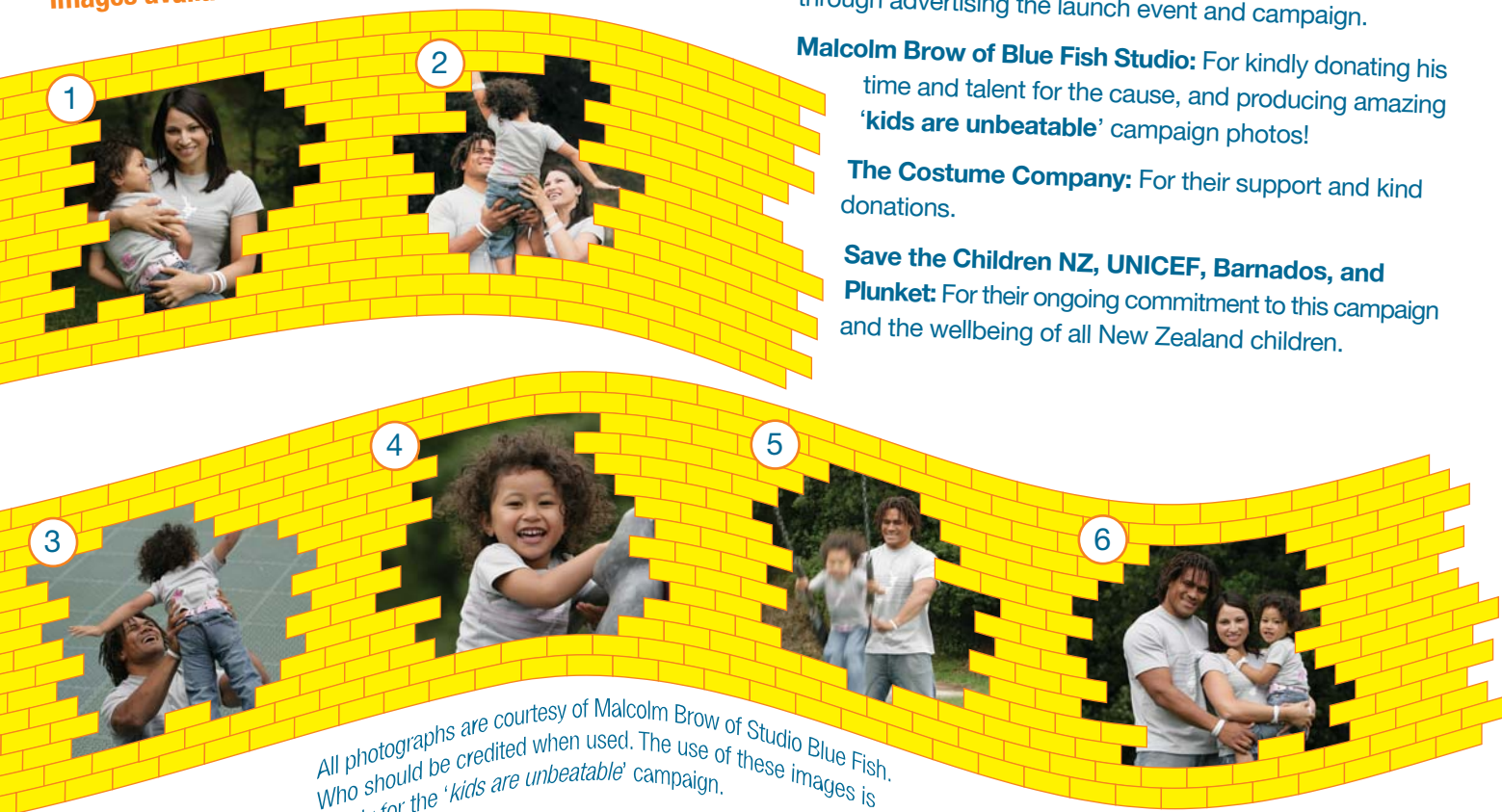
empowerment in line with the company value, 'Activate Self-Esteem'. The emphasis of the campaign is to assist in the creation of a better future for victims of domestic violence by raising awareness of the issue and generating funds to help tackle it.



Acknowledgements

A special thank you goes to the following people, businesses and organisations that have helped **The Body Shop** and **jigsaw** with the 'kids are unbeatable' campaign in one way or another:

Images available for Press use:



All photographs are courtesy of Malcolm Brow of Studio Blue Fish. Who should be credited when used. The use of these images is strictly for the 'kids are unbeatable' campaign.

The Embassy: For kindly donating the venue for the 'kids are unbeatable' 2007 launch and all the help they have given us along the way.

Classic Hits: For their total dedication to the campaign and assisting The Body Shop and jigsaw in raising awareness through advertising the launch event and campaign.

Malcolm Brow of Blue Fish Studio: For kindly donating his time and talent for the cause, and producing amazing 'kids are unbeatable' campaign photos!

The Costume Company: For their support and kind donations.

Save the Children NZ, UNICEF, Barnados, and Plunket: For their ongoing commitment to this campaign and the wellbeing of all New Zealand children.

How can you help:

There are many things you can do to help us spread the 'kids are unbeatable' message far and wide:

- Promote the campaign merchandise by featuring/mentioning the Tee, Hi-shine Lip Treatment, Band and Soap.
- Create a 'guess whose lips the campaign Hi-shine is on' competition.
- A feature on Rodney, Marilyn and Tiana's involvement.
- Article relating to child abuse and the services available to parents.
- An article relating to child abuse issues we are faced with in New Zealand.

- A positive parenting tips page.
- Article on parenting issues and the support available.
- Your editor photographed wearing the tee.
- Smell good and feel good feature on the campaign soap and/or Hi-Shine Lip Treatment.
- "A tee shirt that fits all" article relating to the tees.
- **Attend the launch and chat with the celebrities involved whilst making the most of the numerous photo/film opportunities available.**

We can:

- Provide you with hi-res images.
- Arrange interviews on the day of the launch.
- Provide you with quotes direct from the So'oiolo's

There are also many other angles you can take on the 'kids are unbeatable' campaign and we are happy to help you with anything you may need. Please feel free to contact me.

For use of these images, further information, or samples please contact Jen King at **The Body Shop** on 04 460 7450, Cell: 021 800 503 or email: jen.king@thebodyshop.co.nz

RSVP: Any media wanting to attend the 'kids are unbeatable' charity screening please contact Jen King directly for a Media Pass (children are welcome) jen.king@thebodyshop.co.nz DDI 04 460 7450; CELL 021 800 503