



Include a Charity.

FOR IMMEDIATE RELEASE

OLDER GENERATIONS DEMONSTRATE THEIR GENEROSITY - INCLUDE A CHARITY CELEBRATES THE CHOICE TO GIVE BACK -

22 March 2010 (Sydney) – The phrase ‘respect your elders’ has many connotations, and now there is another reason to follow in the footsteps of older generations with research revealing that almost 90 per cent of people aged over 60 contribute to charities in some way*, and Include a Charity thanks those who are giving back and setting a good example to younger age groups.

There are many ways in which we can behave charitably, be it through donating money or time to a worthy cause or by giving back to our local communities

Busy lives and financial obligations can sometimes stop us from being able to contribute in the ways we might want, however Include a Charity reminds us of another way to help: Leaving a gift to a charity in your Will is an easy way to make a difference for a cause that you care about, without affecting your current monetary funds. It is simple, quick and inexpensive to have a Will drafted by a properly qualified professional and it's so easy to include a charity as well. For tips and information visit: www.includeacharity.com.au or call: 1800 400 300.

Research also revealed that residents of NSW are more likely to consider leaving a bequest to a charity in their Will than those in other states**, and Include a Charity is encouraging people to recognise the generosity of those around them and consider the ways in which they too might want to contribute to charity.

- Ends -

Notes to Editors

* Instinct & Reason Consumer Research commissioned by Include a Charity

**Sourced from Genesis Creative

About Include a Charity - Include a Charity is a non-profit working group of some of Australia's leading charities united in their commitment to increase the number of people including charitable bequests in their Wills. The four member charities are the Heart Foundation, Cancer Council Australia, Cerebral Palsy Foundation and Mission Australia.

The mandate of Include a Charity is to increase awareness of the importance of charitable bequests and instigate behavioural change resulting in more Australians including a gift to charity in their Wills.

Include a Charity has free information packs about Wills and bequests. If you would like to order an information pack or have any questions please call 1800 400 300 or visit www.includeacharity.com.au

For more information, please contact:

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