



Wellington Free Onesie Day 2017 – Promotional copy and key messages

We love Onesie Day because it celebrates our one-of-a-kindness (200 words)

How lucky are we to have the only emergency ambulance service in the country where we don't have to pay, ever, so this Onesie Day we're pulling out our onesies, and our wallets to help Wellington Free Ambulance.

Wellington Free Ambulance is the only emergency ambulance service in Greater Wellington and Wairarapa, and the only ones in the country who are free.

They look after 1 in 10 of our friends and family every year, and go to 140 emergencies every day.

Onesie Day is Wellington Free's annual appeal, and the day that they ask everyone in the community to give them a hand.

They have to raise money to make up the difference between what they get from government funding, and what it costs to run the service.

Donations go towards new ambulances, life-saving equipment, advanced clinical training and research, and much, much more. Last year they trained 2,000 in CPR, and were officially recognised as one of the best call centres in the world!

This Onesie Day, join us in being the ones here for them.

Give to the street collection, donate at wfa.org.nz, or text ONES to 4847 to donate \$3 to Wellington Free Ambulance.

We love Onesie Day because it celebrates our one-of-a-kindness (133 words)

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We love Onesie Day because it celebrates our one-of-a-kindness (56 words)

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Information about Wellington Free Ambulance:

- Wellington Free Ambulance was founded in 1927 by the Mayor of the day, Sir Charles Norwood, who came across a man, cold and injured in Lambton Quay. He declared that his city would have a free ambulance service because he believes in a place where emergencies needed cost lives or money.
- They are the only emergency ambulance service in Greater Wellington and Wairarapa, and the only ones in the country who are free.
- They have over 150 trained paramedics who help you over the phone, in your home, and in an emergency. They transport patients between hospital treatments, and their volunteer event medics look after us at the footy and at concerts.
- Wellington Free paramedics are the people on the Life Flight helicopter.
- Every day 111 call takers answer 280 calls for help, and paramedics attend 140 incidents.
- They are part funded by government, and have to raise \$4million through community fundraising every year.
- Every dollar you give makes a mighty difference, and they couldn't be more grateful.
- There are lots of ways to give – give to a collector or text 4847 to give \$3 this Onesie Day, sign up to become one of 'The Good Ones', or leave a gift in your will.

For information visit www.wfa.org.nz

And...this year Wellington Free celebrates their 90th birthday. For information about what's on and to get involved, visit 90years.wfa.org.nz

If you'd like to talk about where and when to use this promotional text contact:

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