



## **Magical Powers for Guide Dogs 16 February 2010**

Master Magician and Illusionist Sam Powers will lend his support to help Guide Dogs Queensland celebrate our 50<sup>th</sup> Anniversary and raise \$30,000 for GDQ services in Cairns.

Through philanthropic endeavours, Sam has raised \$2million for over 100 charities in the past 14 years and will this year act as an Ambassador for GDQ's 50<sup>th</sup> Anniversary.

Sam will be promoting Guide Dogs Queensland throughout our 2010 Pawknock Appeal (21 February to 6 March) and attend fundraising events in his role of Ambassador.

Marketing and Communications Manager Donna Hurley said GDQ was delighted to have Sam on board and excited by the opportunity to work with the local Cairns identity. "Our 50<sup>th</sup> Anniversary is designed to engage the community as we celebrate 50 years of service to the Queensland community. We hope Sam will help us raise awareness for our Pawknock Appeal as we knock on over 180,000 doors across the state."

The 2010 Pawknock Appeal has enlisted over 4000 volunteers to pound the pavement or email friends to raise funds for the next generation of Guide Dogs. As the first major fundraising event for 2010 the Pawknock Appeal is budgeted to raise \$250,000. This contribution is vital as we expect to breed another 120 puppies this year. Each puppy will cost \$30,000 to breed and train, making this campaign an important launch to our fundraising year.

"We continue to receive no government funding to breed and train our world-class Guide Dogs despite the difference they make to people who are blind or vision impaired. This year we also hope to reach our goal of building a new \$1.5million breeding centre in Brisbane," Ms Hurley said.

Returning from a record breaking nationwide tour and a stint in Las Vegas, Sam Powers is now in Cairns with his award winning show "XTREME ILLUSIONS" which has extended for another season at the Reef Hotel Casino.

*Photo caption: Sam Powers lends his magical powers to Guide Dogs Queensland as a 50<sup>th</sup> Anniversary Ambassador.*

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