



4 June 2009

AMBULANCE GLOWS WITH A RED NOSE!

Ambulances across the state will be glowing as they don their red noses to help raise awareness of Sudden Infant Death Syndrome by supporting Red Nose Day.

Throughout the month of June every operational Ambulance vehicle across the State will proudly display a red nose on the bonnet.

Besides our general ambulance fleet, red noses will also be displayed on four wheel drive ambulance vehicles in the mountains, plains and beaches, skidoos and over-snow vehicles in the alpine regions, rescue trucks and rapid response vehicles in the city and suburban areas. Our fleet of aeroplanes will also be joining in the action with a red nose guiding their way.

Ambulance has supported this important initiative for over a decade and has made an annual event of donning the distinctive red nose on all operational vehicles as a show of support.

Paramedics are often the first on the scene after the unexpected death of a child and as a consequence recognise the impact that SIDS can have on a family. Whilst the loss of a child obviously has its effects on the immediate family, the death of a child will also be felt by our paramedics and triple zero operators.

Red Nose Day is the major fundraiser for SIDS and Kids and all funds raised assist SIDS and Kids in providing vital free services and programs dedicated to saving the lives of babies and children during pregnancy, birth, infancy and childhood and to supporting bereaved families.

Red Nose Day is officially Friday 26 June 2009.

Photo: NSW Ambulance Paramedics support Red Nose Day