**For Immediate Release**

**FOR INFORMATION:** Your Name

PH: Your phone number. Email: your email

Your City, Month Year

**[Your Headline] Doctor Clothing 3000 Desperate Balinese Children**

[Attentions grabbing background on the topic/problem] With Bali, Indonesia being one of the most popular holiday destinations for Westerners, most people never see or even hear about the extreme poverty in the centre of the island. The tourist dollar stays on the coast, along with the boutique shopping and sparkling five-star hotels, while 35% of the inland population live below the poverty line.

[Stats and proof that it’s an important problem] The most affected are the children. They have to walk 4-5 kilometres every day to get to school, without appropriate footwear or clothing. Walking that distance barefoot everyday leads to severe infections. The children end up being pulled out of school because their parents can’t afford to treat the infections. So they don’t get the much needed education and the poverty cycle just continues.

According to the statistics:

* Over 750,000 Australians visit Bali each year.
* 82 villages have a poverty rate of over 35 per cent
* 50% of the population live outside of cities (tourist hubs)
* Poverty mean less than $2.60 a day. Children living in these areas end up working for food rather than in school.

[What you’re doing about it] An Australian medical doctor is guiding an international humanitarian fundraising campaign (Barefootbali.com.au) to provide footwear and clothing for 3000 of these Balinese children. Along with a group of 5 healthcare professionals from around Australia, they’re aim to stop the poverty cycle by ensuring that these kids can go to school safely. People can get behind this crowdfunding by getting themselves something special at barefootbali.com.au and all the proceeds got to clothing the children.

[Your contact info] For **further information on how this local doctor is changing 3000 lives**, contact Dr Tomasz Forfa – phone +61448 884 500 or email contact@barefootbali.com.au

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