

Media Release

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Tuesday, 16 June 2010

Help Guide Dogs Victoria honour their 'Top Dogs'!

Top Dog Day, Guide Dogs Victoria's second annual major fundraising event, will take place on Friday 30 July 2010 to help raise much needed funds to support blind and vision impaired Victorians – as well as recognising the vital role that Guide Dogs play in the community.

Top Dog Day offers an opportunity for everyone to celebrate their own 'Top Dogs' - be it the four-legged kind or the two-legged kind; someone at work, at school or in your local community!

There are a number of different ways you can take part:

1. **Sign up to sell Top Dog Day Merchandise.**

Visit www.topdogday.com.au and fill in the online form to be sent your Top Dog Day kit which includes pens, badges, dog tags and a gorgeous Guide Dog puppy soft toy!

2. **Purchase Top Dog Day Merchandise.**

You can buy any of the Top Dog Day Merchandise (pens, badges, dog tags or a gorgeous soft toy key ring) through any of our retail partners including IGA Supermarkets, Quest Serviced Apartments and Video Ezy stores from 1st July.

3. **Fundraise.**

Think of some ingenious ways to raise funds for Top Dog Day. Perhaps you could have a casual clothes day or dress up as a dog or your favourite animal during July for a gold coin donation?!

Dr Graeme White, Guide Dogs Victoria CEO said: "We are greatly appreciative to everyone who puts their support behind events such as Top Dog Day as it helps create more awareness in the community about the important role Guide Dogs Victoria plays in assisting blind and vision impaired Victorians achieve safe and independent travel."

Guide Dogs Victoria provides a range of mobility services to people who are blind or vision impaired, including Guide Dog Mobility, Children's Mobility and services for people whose vision loss results from an acquired brain injury such as stroke.

With minimal government funding, Guide Dogs Victoria relies heavily on the generosity of Victorians to continue to provide services completely free of charge. Services are available across metropolitan and regional Victoria.

For more information about Top Dog Day, visit www.topdogday.com.au