



It's time to get U.G.L.Y.

This November, Tasmanian bartenders are set to get U.G.L.Y. and the Leukaemia Foundation is joining forces with Tassie pubs and bars, with the support of the Tasmanian Hospitality Association.

U.G.L.Y stands for: Understanding Generous Likeable You

Everyone knows Tasmania's bartenders are the best looking bunch in Australia and the Leukaemia Foundation needs you to get your **U.G.L.Y. on** this November! Blood cancers are ugly diseases and we need our fabulous bartenders to get fundraising in a funky way for their chance to win the title of U.G.L.Y. Bartender of the Year (and awesome prizes).

U.G.L.Y. is a unique campaign with great stories

Last year saw Tasmanian bartenders battling it off for the U.G.L.Y. title – bartenders had fun throughout November with a range of funky fundraisers, creating great media opportunities, and getting their patrons involved in the whole silliness of U.G.L.Y.!

So how does U.G.L.Y. work?

Bartenders can register in person (when we drop in to see you!), online (from July) or by phone to join the 2011 U.G.L.Y. Bartender of the Year campaign. U.G.L.Y. bartenders use their own skill and imagination to plan their events and fundraising activities which take place over November. Leukaemia Foundation staff are on hand for advice and suggestions to help with fundraising events.

Each U.G.L.Y. Bartender receives an U.G.L.Y. kit, containing U.G.L.Y. T-Shirts, promotional posters, bar mats, coasters, the U.G.L.Y. planning calendar, collection tins, fundraising ideas and more!

There's a dedicated U.G.L.Y. website (linked to Facebook, twitter and sponsors websites) so participants and their supporters can upload their comments and photos as well as donating online!

Why get U.G.L.Y. with us?

Every hour of every day someone in Australia is diagnosed with leukaemia, lymphoma, myeloma or related blood disorder. More than 40,000 Australians are currently living with a blood cancer and sadly, half will lose their lives to one of these diseases.

Leukaemia is the most common cancer in Australian children. Lymphoma is now the fifth most common cancer in adults and its incidence has doubled in the last 20 years.

To register contact Bridget van de Kamp, The Leukaemia Foundation
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The Leukaemia Foundation encourages the responsible service and consumption of alcohol.

