



MEDIA RELEASE

Monday 20 March 2017

## Help Countdown to Australia's Biggest Celebration of Community

This week Australia's annual community campaign, Neighbour Day, invites people from across the country to participate in its virtual countdown to Sunday 26 March 2017. The countdown will take place on Neighbour Day's social media platforms, and encourages everyone to start conversations about the importance of connected communities.

"Last year we found the virtual launch of Neighbour Day gave people an accessible platform to share positive stories of community, friendship and social connection" Alison Brook, National Executive Officer for Relationships Australia said, "This year we're inviting people to be a part of the week leading up to Sunday 26 March, and to help show that every day can be Neighbour Day."

From Monday 20 – Saturday 25 March, Neighbour Day's social media platforms, [Facebook](#), [Twitter](#), and [Instagram](#), will transform into live hubs for people to access a range of different content, including research on topics such as loneliness and inclusion, tips and advice for connecting to the people around you, neighbourly stories and more.

We will also be sharing messages of support from Neighbour Day Ambassadors Andrew Heslop, Costa Georgiadis, Natalie Ahmat, Julie Goodwin, the Hon. Fred Chaney AO, Nick Duigan, Sophie Thomson, and Hugh Mackay AO.

To be involved in the countdown, people can access the [Neighbour Day selfie sign](#), take a photo with it, and share the photo on any social media platform alongside a message of why it's important to know your neighbours.

This year, Neighbour Day's annual theme is: *The importance of social connection for the elderly*. The theme encourages people to reach out to the older people in their neighbourhoods, particularly those who live alone.

The principal aim of Neighbour Day is to build better relationships with the people who live around us, especially the elderly and vulnerable. It provides people with the opportunity to break down social barriers and combat loneliness, social isolation and depression.

Neighbour Day will be celebrated on Sunday 26 March 2017. People are encouraged to visit the [Neighbour Day website](#) to register their event and access a range of free, easy to use resources.

"The community you want starts at your front door."™

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### MEDIA CONTACT

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