

19 July 2006

Boeing, an important link in DRUG ARM's chain of hands reaching out



Boeing's Communication Coordinator Sharelle Flanagan with National Marketing and Fundraising Manager of DRUG ARM Ray Crompton, Marketing and PR assistant Frederique-Ann Baert, Queensland Fundraising Development Officer of DRUG ARM Peter Evans

Before I leave DRUG ARM's marketing and PR team, I think it is my duty as a Belgian Girl to teach you a little Flemish word that has proven the importance of its meaning to DRUG ARM.

"Boei" is a Flemish word that means "buoy" in English. Boeing hasn't stolen its Flemish meaning. Boeing has been a great support for DRUG ARM for more than five years. Once again they reached out by giving a kind donation to support DRUG ARM's Winter Warmer Appeal. For the many homeless people their donation of new clothes, rugs, Milo, soup, coffee and tea will be a real life buoy...

Boeing is also planning to support DRUG ARM through a workplace giving program to finance care packs that will be distributed to the people on the street in need by our SOS vans.

A third way Boeing is planning to support DRUG ARM is through a raffle for staff to win four Jazz in the Vineyard accommodation and show packages, along with personal driver for the weekend, with all profits from the tickets sold going to support the care packs project.

We are really grateful that Boeing is reaching out to DRUG ARM to be the "Boei" in many people's lives.

Frederique-Ann Baert

National Marketing & Public Relations Temporary assistant