



FRIDAY, 19 FEBRUARY 2016

## Point Pirie Trots fundraiser celebrates BoysTown becoming 'yourtown' - new name; same purpose, same passion

The 11<sup>th</sup> annual BoysTown Charity Trots Night on Friday, 19 February will be a double celebration this year as BoysTown announces its name change to 'yourtown' to better reflect the inclusive nature of its work and bring the organisation into the future.

BoysTown will become **yourtown** on Sunday, February 28, after years of planning.

**yourtown** CEO Tracy Adams said BoysTown had achieved much and helped many hundreds of thousands of people since its inception in 1961.

"The decision to change wasn't taken lightly," Ms Adams said.

"BoysTown is proud of its legacy of helping some of those most disadvantaged in our community. Yet much has changed, from the types of services delivered to how we interact with those we're helping.

"That help comes in many forms, from our 24/7 Kids Helpline counselling service for children and young people, to employment and training for young people and refuges for victims of family violence or those experiencing homelessness.

"**yourtown** is a name that better reflects our evolved services and the inclusive nature of what we do."

Ms Adams said the organisation was still 100% focused on tackling the issues that impact the lives of young people across the country and in the Port Pirie community.

"For more than 10 years, BoysTown has been working with the Port Pirie community to help young people learn skills, become great parents and live safer, happier lives," Ms Adams said.

"In 2015, we connected with around 250 people in our Port Pirie work enterprises, parenting programs and education re-engagement programs.

"We realise we couldn't do this without the support of the local community, its businesses and generous supporters like the Port Pirie Harness Racing Club.

"This year's charity race night will not only help provide valuable resources for our local services but demonstrates that it's together and by association that we continue to work hard to provide opportunities for the young people of Port Pirie.

"Our name may be new but the spirit of a charity dedicated to working with the community to tackle the issues that impact people's lives will remain."

ENDS

INTERVIEW/PHOTO OPPORTUNITIES

- Tracy Adams, **yourtown** CEO who is attending the race and BoysTown Port Pirie staff attending the event