

MEDIA RELEASE

July 27th, 2020

**The Allison Baden-Clay Foundation Calls For Australians to
#Strive To Be Kind and #Strive To Be Equal**

The Allison Baden-Clay Foundation has launched their annual Strive To Be Kind Campaign for the 9th year, calling on Australians to spread kindness and participate in **Strive To Be Kind Day on Friday the 31st of July**.

Throughout the month, messages of kindness will be shared on the Foundation's social media pages promoting the lead up to Strive To Be Kind Day in which schools and businesses will be encouraged to wear yellow for a free dress day, decorate their offices or host a morning tea to raise money for the Foundation.

This year's fundraising efforts will be through the sale of merchandise designed by Brisbane artist Hillary Wall called 'Dream Into Being', which was created in memory of Allison.

Hillary said that the design that features sunflowers, rainbows and clouds made her think about the simple fact that we can't have rainbows without rain. In order to create meaningful change, we need to understand where we are as we wish for and strive toward a better future.

Vanessa Fowler, Chair of the Foundation and sister of Allison, said that the 2020 Strive To Be Kind campaign will again focus on the concept of kindness, highlighting that if each and every person was simply kind, problems such as domestic and family violence would not exist.

"Allison was always known as an extremely kind and generous person, and we are so glad that through the Foundation we can continue to spread positivity and kindness in her name."

"With the current stresses on our community due to COVID-19, it's important to treat each other with respect, with patience and with kindness.

"This time of isolation can be dangerous for many women and knowing that we all have a voice allows us all to be effective bystanders." said Ms Fowler.

On average, one woman a week is murdered by her current or former partner. Violence against women is a serious and widespread problem in Australia, but is also preventable.

On Strive To Be Kind Day, Brisbane City Council will once again be showing their support by lighting the Victoria Bridge, Story Bridge and City Hall in yellow.

[The Foundation is selling limited edition merchandise on their website, designed by artist Hillary Wall.](#)

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Further information about the campaign can be found on The Allison Baden-Clay Foundation's website: Alternatively, for additional information or interview opportunities please contact Rebecca Pini at made4media. rpini@made4media.com.au or 07 3366 9494

allisonbadenclayfoundation.org.au

‘Dream into Being’

I hope this image makes people feel free and light, hopeful, joyful. To me, sunflowers, rainbows, and clouds all have something in common and it’s something I appreciate about them. That is, their loveliness is impermanent and if we are going to enjoy them, we need to be in the now.

Reflecting on The Allison Baden-Clay Foundation’s message of “strive to be kind” and “strive to be equal”, it makes me think about the simple fact that we can’t have rainbows without rain. In order to create meaningful change, we need to understand where we are as we wish for and strive toward a better future.

The resting raindrops and the composition of three sunflowers growing from the clouds actually came to me in a dream after I had started on something a little different. I re-conceptualised the piece into what it is now, and about when I was about halfway through I realised Allison has three daughters. I found that to be a really magical, serendipitous moment in the creative process behind this piece.



‘Dream into Being’ mixed media, 2020.
Hillary Wall @hillwallart

About the artist - Hillary Wall

Hillary Wall is a self taught artist and the founder of Cork & Chroma painting studios in Brisbane, Sydney and Melbourne. Offering paint and sip sessions for all ages and experiences both in studio and online, Cork & Chroma is known for its fun and friendly approach to making art.

The benefits of creative activity are clear; it’s fun and it’s good for us! Whether mastering a skill, looking after mental health, or just picking up a brush for a pastime, painting can contribute to our essential wellbeing.



“The art we make doesn’t need to be profound for it to have a profound impact on the way we feel. Creative expression has always been important to me but especially in the last few months, painting has helped me through my tougher days. It’s fun, and it’s freeing.”

Hillary mostly paints digitally and in acrylic on canvas. She’s recently taken to mixed media, combining her own photography, and digital painting to make mood-altering imagery rich in imagination and color.

“Creative expression is a big part of my self care, particularly since life has changed so much from coronavirus. Most days, I am trying to paint what I need to see, sing what I need to hear. I know a piece is finished when it makes me feel a certain way. It makes me feel a kind of happiness that I would like to share.”

