

## MEDIA STATEMENT

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### **A chilly Max takes centre stage at Mercy Place Colac fundraiser**

Mercy Place Colac resident Max Jackson, who is fighting Motor Neurone Disease, drew a crowd of locals and donors to a 'Big Freeze' fundraiser at the home this week.

Along with some Mercy Place staff members, a member of Max's own family and some local radio personalities, Max was the focus of attention at an 'Ice Bucket' challenge which kicked off mid-morning.

According to Mercy Place Colac Lifestyle Manager Mandy Dawes, nothing was going to stop the 88-year-old and father of 11 from participating in the event.

"Max requested that the fundraiser occur because of the support Motor Neurone Disease Victoria has provided, not only for him, but for members of his own family and also Mercy Place staff," says Mandy.

"He was absolutely desperate to participate in the challenge."

Max moved into residential aged care three years ago shortly after he was diagnosed.

Max says his first thought when he was diagnosed was that he had already had a good and long life.

"I've had a long life and it could have struck me when I was much younger," says Max.

Local commercial radio station MIXX FM stayed on site for two hours during the event providing a commentary of all the action.

"Throughout the broadcast, they encouraged locals to attend the event and to give generously," Mandy says.

Max was a farmer in the Colac district and, along with his wife, ran a small business.

"He is quite a well-known figure so it's not surprising that we have received some very generous donations," says Mandy.

Funds raised will go to Motor Neurone Disease Victoria.

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