



Media release  
**EMBARGOED UNTIL 26 July 2010 – 8:00pm NZST**

**Ice Mission**

A mammoth, two-tonne block of ice. Four high security safes holding \$40,000 in total. Three state of the art robots shooting fire, water and steam in the hope of breaking through. An undisclosed warehouse location.

It sounds like all the ingredients for an action film – but it's a symbol of the action that is needed to help those living in poverty.

Because winter weather makes poverty even harder, the Auckland City Mission and ASB have joined forces to create a dramatic representation of winter's effect on struggling families – raising money to help them in the process.

“For families on low incomes, winter is even more difficult,” says Diane Robertson, City Missioner. “It's harder to keep warm, harder to dry clothes and bedding, harder to keep healthy; and harder to keep expenses down.”

So ASB staff have chosen to kindly donate \$40,000 to the Auckland City Mission. But there's a catch – it's encased in a huge block of ice. In order to free the money so it can be used to help Auckland families in need, the Mission is asking for the public's help starting on Monday, 26 July.

Three state of the art, text activated robots will take up their positions around the ice, ready to spray hot water, shoot flames and blast steam – getting the City Mission team closer and closer to the ASB donation.

By sending a \$3 text with the word 'FIRE', 'WATER' or 'STEAM' and your initials to 305, the robots will spring to life – breaking through the ice to the four safes inside.

“Trapping those funds in ice dramatises the plight of families living in poverty and experiencing the extra hardships that winter brings. By sending a \$3 text to this site, you can help see your money making an immediate and real difference. In a way it's a reminder of the positive difference the Auckland City Mission make every day,” says Lachlan McPherson, Creative Director of PublicisMojo, The Auckland City Mission's advertising agency behind the idea.

Each time a text is delivered, the sender's initials will flash up on the screen and the selected robot – Fire, Water or Steam – performs the task. The action is all streamed live online at [www.icemission.co.nz](http://www.icemission.co.nz)

The more texts, the sooner the ice will melt, and the sooner both your money and ASB's can be used to help our struggling Auckland families. It's enough to melt the heart – and raise the temperature of everyone in our community this winter.

The Auckland City Mission was established in 1920 to provide specialised health and social services to marginalised Aucklanders. Giving hope to families and individuals, whether it's a temporary situation or long-term setback, the Mission offers services from emergency food parcels to addiction detoxification, elderly support to medical care.

**ENDS**

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## **Auckland City Mission – Background**

Established in 1920, the Auckland City Mission provides unique and specialised health and social services to marginalised Aucklanders, helping them to move forward. The Mission offers hope to families and individuals who may be experiencing a temporary set-back or a long-term problem that needs expert attention.

Whether it's a specific issue that has lead people to the Mission, the effects of the continuing poverty cycle, or a culmination of many problems, the Missions social workers are there to help guide people through the steps to change.

### **Auckland City Mission Services:**

#### **Homeless Services:**

- Support and advocacy for rough sleepers.
- Drop-In service 365 days per year
- Socialisation and community integration activities
- Assistance with housing, and liaison with other agencies.
- Participation in Homeless Action Plan addressing long-term issues of homelessness

#### **Crisis and Community Care:**

- Emergency food parcels, clothing, household items, bedding
- Assistance with housing and accessing benefits and governmental support
- Advocacy.
- Liaison with governmental and non-governmental agencies
- Support for elderly in the community, especially those diagnosed with Diogenes Syndrome.

#### **Medical Services:**

- Full low-cost General Practice with free health care to those under 18 years of age.
- Registered PHO.

#### **Addiction services:**

- 10 bed residential detoxification service
- Community addiction support pre- and post- detoxification

#### **Distribution Services:**

- Bulk food collection, storage and distribution to 60 community food-banks across the greater region
- Collection and re-distribution of household items, bedding and clothing.
- New Beginnings Shops, providing quality low-cost second-hand goods to the public.

#### **Mission in the City:**

- Resource consent has been granted to the Auckland City Mission for the re-development of their Hobson Street site. Mission in the City will transform the currently depressed Hobson Street landscape into a vibrant community, providing support and accommodation to Auckland's homeless and to solo-parents completing tertiary studies from all over the country. The project will include community spaces and retail outlets along with re-developed Mission social, detoxification and medical services.