



PASSITFORWARDBLUES.COM.AU

WHAT

Pass It Forward is here to help motivate the Blues to get across the State of Origin winning line in 2018!

WHY

Since the inception of the State of Origin series in 1982, NSW has only won the trophy 13 out of 36 times. In the past 12 years, the results have been terrible with only one series victory since 2006.

This year, we're calling on the great state of NSW to stand up and really voice their support for our boys!

HOW

We know the boys have the talent, skill and smarts – they just need an extra boost to help them!

By getting all the Blues fans behind them, we can bring that trophy back to where it belongs!

GET INVOLVED

We want all of New South Wales to get behind the Blues and show them how deep our support runs for them.

Every Blues supporter should get on their phones, film their message of support and get involved!

It's easy! All you have to do is record yourself saying your message of support for the Blues. Feel free to get creative by passing a ball around or doing whatever else comes to mind. The crazier the better!

Upload your video to Instagram with the hashtag **#passitforwardblues** or share it on Twitter and Facebook with the hashtag, making sure your post is set to **public** so we can see it! We have two tickets* to each Origin game to give away to our favourite videos, so get uploading.

The other great part of this campaign? We will be donating \$1 towards the following charity goals for every video uploaded:

1. Raise \$5000 for the Father Chris Riley Foundation
2. Raise \$5000 to send 3 underprivileged kids to the Magic Moments Youth Leadership and Business Summit in 2018

So, join the MOVEMENT to get the Blues to victory in 2018 and Pass it Forward!

For questions or queries contact passitforwardblues@gdrgroup.com.au or visit passitforwardblues.com.au

