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Dear [School Contact],

My family hopes that [school name] will participate in Jeans for Genes this year.

# Did you know that 1 in 20 kids face a birth defect or genetic disease?

That’s more than one in every classroom! Most of us know someone who has had cancer

or struggles with cystic fibrosis, autism, or one of the other 6000 genetic diseases. Our school can help by raising money for research this coming Jeans for Genes Day on Friday,

August 4th.

If that date isn’t convenient for the school calendar, we could hold an event anytime in August (Term 3). I fondly remember Jeans for Genes Day when I was growing up. It’s fun to wear jeans and donate, but there’s more to it than that, and even more we could do.

All money raised through Jeans for Genes goes directly to Children’s Medical Research Institute and the ground-breaking research to save children’s lives that’s happening right here in Australia.

And when students support Jeans for Genes, they are not just raising vital funds for research: They are showing empathy for others, learning about the importance of STEM in the real world, and having the opportunity to undertake community service or demonstrate their leadership skills when they help organise the event!

For the event, kids could organise a Wear Jeans mufti day, have a Bake it Blue cake stall, host a Denim Disco, or maybe the kids can get even more creative? Why not go further and challenge the Principal or teachers to dress head to toe in outrageous denim if they meet their fundraising goal?

The JeansForGenes.org.au website has plenty of online resources for schools, which can help kids learn more about DNA, genes, and the science behind medical research.

# I hope [school name] wants to participate. You can sign up our school at JeansForGenes.org.au or call 1800 436 437.

Yours sincerely,   
[your name]