



RADIO RELEASE

21 April 2020

[This release includes a short Anzac Day message from Keith Payne VC.](#)

COVID-19 Anzac Day lockdown: We can still support our veterans

Australia’s veteran charities that rely on selling fundraising badges and military collectables in the lead-up to Anzac Day are another victim of the COVID-19 shutdown, but people can still support them online.

This is the time of year most people would see veterans, particularly our older veterans, out on the streets with their badges and other bits and pieces to raise funds for their work in our communities. But our streets are all but empty.

Australia’s most distinguished senior veteran, Keith Payne VC, AM, KSJ, and other veterans representing various areas of service, have teamed up to support the Diggers Tribute website, a single gateway for people wanting to support veteran charities in the lead-up to Anzac Day.

Diggers Tribute links people to our charities and lets them support local veterans by buying fundraising products online or by simply leaving messages of support. The site also links to major charity fundraising drives as well as provides information and support for community-focused COVID-19 compliant Anzac Day dawn services.

If people would normally get a badge or something around Anzac Day they still can – just go online. People are stuck at home so now is a perfect time to go online and do something that reflects the spirit of Anzac Day – remembering and honouring those who serve while helping others.

People can go to Diggers Tribute (www.diggersTribute.com.au) and see how they can support our local charities and the veterans and families they serve.

Link Keith Payne VC Anzac Day Message (FULL) – 30 sec	Link Keith Payne VC Anzac Day Message (KEITH ONLY) – 13 sec
<p>V1 – An Anzac Day message from Keith Payne VC</p> <p>Keith – My Fellow Australians, join me in making Anzac Day 2020 memorable. Find out more at Diggers Tribute dot com dot au</p> <p>V1 – Join Keith in supporting our veteran charities impacted by COVID-19 and make this Anzac Day one to remember. Find out more at Diggers Tribute dot com do au</p>	<p>Please create station top and tail</p> <p>Keith – My Fellow Australians, join me in making Anzac Day 2020 memorable. Find out more at Diggers Tribute dot com dot au</p>

Media Contact: Lawrence Shelton +61 460 944 229

Veteran Voices: Please contact Lawrence for details of veterans available for interview.



Background on Diggers Tribute

Diggers Tribute is a site dedicated to supporting Australian veterans and military history. Originally launched in 2016 as part of younger veteran support program (PTSD) during the Anzac Centenary, it is now reserved to support special community events. In response to the COVID-19 emergency the site has been activated to support veteran charities that cannot fundraise in the lead-up to Anzac Day.

The Canberra-based company that created Diggers Tribute is BrandNet. This small family company is one of Australia's biggest private donors to military and service-linked charities. Over the years they have given thousands of hours in support of organisations dedicated to improving the lives of current and former serving members and their families, and have donated more than \$1 million in direct funding. BrandNet also helps thousands of veteran organisations raise millions of dollars for their charities and has engaged countless Australians in sharing our nation's proud military history through campaigns like Australia in the Great War and the Bears to Schools initiative.