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The Thomas Kelly Youth Foundation is launching the **Stay Kind** initiative in memory of Stuart Kelly, who can be remembered for his continued support and kindness to his brother Thomas and to others.

Stay Kind is after Stuart's initials, as **Take Kare** is after his elder brother – Thomas.

The Foundation is pleased to announce that the **Stay Kind** initiative is proudly supported by the NRL, Channel Nine, Lifeline, Wests Tigers and the Parramatta Eels.

Ralph Kelly, Stuart's Dad said: - "Stuart was the Parramatta Eels number one fan whilst I've always wholeheartedly backed the Tigers. We appreciate the opportunity offered by the NRL and our clubs in remembering and recognising the essence of what Stuart always stood for, Staying Kind."

Todd Greenberg NRL Chief Executive Officer said: "There is a clear synergy between the Thomas Kelly Youth Foundation's **Stay Kind** initiative and the NRL's objective of delivering community outcomes that make a positive difference. The Rugby League family, like the broader community, has been affected by suicide and **Stay Kind** provides a platform for focussing on key NRL and community values. Wests Tigers and Parramatta Eels have come on board to launch this initiative and we look forward to making a positive difference with these clubs."

Wests Tigers CEO, Justin Pascoe, said: "Wests Tigers have been actively focussing on club initiatives that encourage players to support each other and to seek support. **Stay Kind** is a great platform for our players and club community to show our commitment to each other and the broader community in caring for each other."

Parramatta Eels CEO, Bernie Gurr said: "The strength of a team comes from the strength of core values. The Parramatta Eels recognise the importance of community values within our game and see that a culture of caring for each other is an integral part of our success and also the general community".

Stay Kind Day encourages all our youth and the general community to care for one another. As a caring compassionate community, we need to show empathy as well as acknowledge and recognise that many people suffer silently. Many of our youth

find themselves overwhelmed by life, by others and unable to speak out. Our youth may not seek help for themselves when these events take place or when they are dealing with mental health issues.

Channel Nine's Tom Malone, Head of Sport said "Channel Nine has embraced this opportunity to make a difference in the community with **Stay Kind**. Television is a powerful community platform and, here at Channel Nine, we are passionate about making a difference in the community with values and initiatives that matter."

Peter Shmigel, CEO, Lifeline Australia, said "The **Stay Kind** initiative is an example of the incredible strength and resilience that can come from profound heartache. Through the work of the organisations like The Thomas Kelly Foundation and the NRL, this community day will send a strong message to young people that you don't have to struggle with life's challenges alone – help is available. It's about encouraging people to look out for each other, to talk openly about suicide and to reach out to friends, family and services like Lifeline's 13 11 14 crisis line (24/7)."

The philosophy of the Thomas Kelly Youth Foundation is keeping our youth safe. "**Stay Kind**" days will help further recognise the value of looking after our youth and the Foundation's Take Kare initiatives.

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