



## RON BARASSI FOR DASSI

The Board Chair of DASSI, Cynthia Lahiff and CEO, Clare McGlone, are delighted to announce that AFL Legend and 2009 Victorian of the Year, Ron Barassi, has accepted the role of Brand Ambassador for DASSI.

Clare McGlone says, "For so many Victorians, the persona of Ron Barassi has been a permanent, prominent and positive fixture in active public life. Over the decades, Ron has come to represent so much of what we as a broad community value so highly: irrepressible talent, courage in adversity, warm-hearted generosity, a strong moral code and boundless optimism.

"We at DASSI admire those qualities that are embodied in Ron. As a not-for-profit organisation that provides home-based care for people of all ages, DASSI, in its own way, seeks to emulate those qualities.

"Our aim is help people to be the best they can and to live fulfilling lives, regardless of their age or ability - in their own homes, with maximum choice and independence. Living life to the full at every stage of life is what we might call a 'Ron Barassi value' - and accordingly, we are thrilled that Ron has agreed to accept his ambassadorial role with DASSI.

"Through a variety of promotional activities, Ron will help us to take the DASSI message to people all over Victoria: wherever you are, whatever challenges you might face, you need never be alone. With our compassionate and fully credentialed carers, DASSI is ready to care for you or for a loved one at home - as we have done now for over 25 years."

Ron Barassi adds, "When someone needs a helping hand, the right thing to do is to offer it. DASSI can offer that helping hand to our fellow Victorians who are in need - and I'm proud to assist DASSI to do it."

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