

LIGHTNING BOLT II INVICTUS THAT'S THE WAY WE ROLL

AN INTERNATIONAL AWARENESS EVENT FOR POST TRAUMATIC STRESS

This will be the largest convoy of Military vehicles and First Responder vehicles plus multiple support vehicles and personnel assembled in support of PTS. It will travel from Brisbane to Canberra to Melbourne, back to Canberra and then on to Sydney for the opening of the Invictus Games in October 2018. Stand Tall will also engage with 6 other countries via social and mainstream media to bring this awareness to a much wider audience.



THE FOCUS

The aim of this event is to create total public and government national and international awareness of PTS, to educate and to alleviate the unwarranted stigma attached to this illness. There will be consultants from Veterans Affairs to talk with Veterans and their families at all stops along the journey plus a job creation unit designed for Veterans. Stand Tall will also partner with Phoenix Australia and their representatives will be on hand to discuss treatment programmes.



THE IMPACT

We estimate that this event can create 25 million impacts in Australia over a month long period with an all encompassing social and mainstream media campaign.

We won't just be travelling, we will be creating mini events on our journey with a day at the Bathurst 1000, a day at the Dubbo Zoo, the NSW Police Academy, Duntroon, the Australian War Memorial, a Parliamentary Reception, an Awareness Dinner in Melbourne and the Invictus Games Opening.

THE RESULT

Post Traumatic Stress is probably the least understood and least funded of the major illnesses. Our Military and First Responders are the most at risk. These brave men and women contract this illness in the service of their country and their fellow Australians. They deserve our help. This Convoy and the partnership with the Invictus Games are designed to do just that.



INTERNATIONAL SOCIAL MEDIA CAMPAIGN

As part of the Convoy, a massive, one month long, seven nation social media and mainstream media campaign will be launched to bring all the latest in research, treatment and news to all organisations in this space plus the general public in those countries. The potential impacts of this total campaign will most likely exceed fifty million in Australia, New Zealand, UK, USA, Canada, Holland and Denmark.



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STAND TALL FOR PTS

AWARENESS KNOWLEDGE ACTION

