



Show your support  
for Rural and Remote  
Education Day.

9th October 2024

**#WearRREd**



17.09.24

## ICPA Launches **RREd Day** to Advocate for Rural and Remote Education

*Australian Families encouraged to **wear red** on October 9 to raise awareness for rural and remote education*

The Isolated Children's Parents Association (ICPA) is proud to announce the launch of **Rural and Remote Education Day (RREd Day)** taking place on **Wednesday, 9th October 2024**. A dedicated awareness day to shine a spotlight on the unique challenges faced by students and families in rural and remote areas of Australia.

**RREd Day** is ICPA's first foray into visual awareness advocacy, an opportunity for the entire nation to come together to acknowledge the significant barriers to education that rural students face, and to advocate for better support and resources to ensure equitable access to education for all Australian children, regardless of where they live.

The theme for this inaugural event is "Wear Red for Rural and Remote Education," encouraging ICPA members, schools, and supporters to wear red as a symbol of the urgency and passion behind the cause. Participants are invited to share their photos and stories on social media using the hashtag **#WearRREd** to help amplify the message.

ICPA Federal President Louise Martin is eager for all families to participate in this year's celebrations, if not for you and your family, but for those living remotely who desperately need education reform.

"Rural and remote students face extraordinary challenges every day, from connectivity issues to limited access to educational resources. RREd Day is about bringing these issues to the forefront of national conversation, ensuring that rural and remote education is not just an afterthought but a priority. By wearing red, sharing stories, and joining forces, we can each work to drive the positive change that our rural, remote and isolated children so desperately need."

### **Real prizes up for grabs**

The campaign has also received support from NBN and Telstra with NBN giving away a prize valued at \$1000 to the most inspiring entry – and Telstra who will give away a Cel-fi GO 4G Mobile Booster



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(RRP \$999) to the most inspiring entry as a prize for participants who engage with the campaign by sharing their RRed Day experiences online.

Participants who wear red and share their photos with the hashtag **#WearRRed** will have the chance to win cash or a connectivity tool, with the winner announced on ICPA's social media channels and website.

As this is the first iteration of RRed Day, ICPA is aiming for strong participation and engagement, nationwide.

### How to enter?

"Taking part is easy, just post to socials **#WearRRed** and share to your networks," says Martin.

"Wearing red on RRed Day is more than just a statement – it symbolises the vast heart of our country, the red land that sustains us, and the families who live and learn in the most remote corners of Australia. For the past 53 years, ICPA has been advocating for education access. We will continue to ignite engaging conversations on this topic, and we look forward to uniting our participants under a common cause through a simple yet powerful visual gesture."

**-ENDS-**

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### About the Isolated Children's Parents' Association (ICPA):

Established in 1971, ICPA is a voluntary, not-for-profit, apolitical parent body dedicated to ensuring equity of access to education for all students who live in rural and remote Australia.

To find out more, visit the ICPA [website](#)