



**MEDIA RELEASE**  
**Saturday 4th December 2021**

**PRINCE WILLIAM HANDPICKS LIFELINE AUSTRALIA FOR DONATION**

**ROYAL PRINCE EARMARKS LIFELINE TO RECEIVE SIGNIFICANT GIFT AS PART OF EXCLUSIVE CHRISTMAS 'AUDIO EXPERIENCE' ON APPLE FITNESS+**

Recognising that the holiday season period can be challenging for many, Prince William will choose Lifeline Australia as one of three charities from around the world to receive a donation from Apple in an exclusive Christmas episode of their *Time to Walk* audio experience on Apple Fitness+.

Lifeline CEO Colin Seery thanked The Duke of Cambridge and Apple for the significant donation and said it would enable Lifeline to boost its crisis support channels over the holiday season.

“Every single donation right now is vital to ensure we can answer every call. This incredible gift is as welcome as it is unexpected and on behalf of Lifeline Australia, our incredible staff and volunteers, I want to express our sincere appreciation,” said Mr Seery.

“In a record-breaking year, this is a fantastic endorsement of the work Lifeline Australia do and I know it will be a fantastic boost for everyone as we prepare for our busiest spell.”

“Tonight, tomorrow night and all through the holiday period, our crisis counsellors will be there around the clock to listen without judgement and support people to keep them safe,” he added.

*Time to Walk* on Fitness+ is an audio experience designed to encourage people to walk more often for the benefit of their mental and physical health. In each episode, guests walk in a location that is meaningful to them, while sharing their reflections on lessons learned, important memories and life experiences through stories, photos and songs.

Prince William’s walk takes him through the Sandringham Estate in Norfolk from Sandringham House, past St. Mary Magdalene Church, ending eventually in Anmer. In the episode, he talks about the importance of keeping mentally fit, the value of listening and an experience that led him to prioritise his mental health. *Time to Walk* is available on Apple Watch for Fitness+ subscribers. Apple will also stream three special airings for free on Apple Music 1 on Monday 6th December at 3am and 7pm AEST and Tuesday 7th December at 8am AEST.

If you, or someone you know are feeling overwhelmed, we encourage you to connect with Lifeline in the way you feel most comfortable. You can phone Lifeline to speak to a Crisis Supporter on 13 11 14 (24 hours a day, 7 days a week), text 0477 131 114 (24/7) or chat to Lifeline online at [www.lifeline.org.au](http://www.lifeline.org.au) (7pm – midnight, 7 nights).

Lifeline is Australia’s leading suicide prevention service, with 41 centres around the nation. The service expects to respond to over one million requests for support this year, creating an average of 120 safety plans to keep a person experiencing suicidal ideation safe every day. To donate to Lifeline, visit [www.lifeline.org.au/donate](http://www.lifeline.org.au/donate).

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