

Social Media Content Talking Points

- The Lifeline Surf Classic is back!
- **<TEAM>** is proud to announce we will be taking part this year!
- The event will be on **Sunday, 23 November 2025, at Queenscliff Beach.**
- In the lead up to the big day we are raising funds for **Lifeline Northern Beaches, Mosman to Kirribilli local crisis support and suicide prevention services in our community.**

Why <TEAM> Is Taking Part

- **<Add your story here>**
- **<What does the Lifeline Surf Classic mean to you and your team?>**

How It Helps

- This year **<Team>** hopes to raise **<Team \$ Target>** to support **Lifeline's 13 11 14 crisis helpline.**
- Lifeline's **Balgowlah Crisis Support Centre** answers more than **46,000 calls** a year from people struggling to cope.
- Just **\$39 helps answer one potentially life-saving call.**
- Every dollar raised through the Lifeline Surf Classic helps ensure that no one in our community has to face their darkest moments alone.

Why It Matters

- 9 Australians die by suicide every day
- 1 in 6 Australians aged 16–85 has experienced suicidal thoughts
- Suicide is the leading cause of death among Australians aged 15–44
- Men are three times more likely to die by suicide than women
- 34% of young people aged 14–19 have reported suicidal thoughts or behaviours in the past year

How to Get Involved

- Support us by donating to the **<TEAM>** page. **<Add Team Link in Bio>** or **<Donate to www.lifelineclassic.com.au.>**
- And join us on **Sunday, 23 November 2025, at Queenscliff Beach** to cheer us on, connect with your community, and help make a difference.
- On the day there will be a BBQ, great coffee and an awesome vibe