

# MEDIA RELEASE

December 2017

## **New team building program provides welcome distraction**

A new charity team building program available for organisations in Australia will help medical professionals guide children through painful procedures.

The program developed by Corporate Challenge Events is called *Out of the Box* which can be delivered as a fun and outcome-focused team event over two to three hours.

Corporate Challenge Events Managing Director Dwain Richardson said the ultimate objective of *Out of the Box* was the donation of a TLC for Kids Distraction Box to a local medical institution.

"We are proud to have partnered with charity TLC for Kids to offer this program which ultimately will support local medical institutions that provide care for children," Mr Richardson said.

"We are finding that charity team building activities are very popular for organisations in Australia and New Zealand because there are such rewarding social responsibility outcomes from them."

## **What is a TLC for Kids Distraction Box?**

A [TLC for Kids Distraction Box](#) contains a number of fully-researched and therapeutic items to distract and guide children through painful medical examinations and procedures.

The box is placed in medical rooms and contains items that engage the attention of children developmentally 8 years old and younger.

The objective of the items which all comply with hospital infection control protocols is to divert the child's attention away from the procedure.

This can ease the child's fear and lower the need for medical sedatives and pain relievers, meaning reduced anxiety for the child, parent, and professional and smoother procedure overall.

## **What is *Out of the Box*?**

*Out of the Box* delivered by Corporate Challenge Events is the only charity program of its kind.

Teams are provided with a TLC for Kids Distraction Box and challenged with fun activities that bring each item in the box to life in an engaging way for adults.

Successful completion of the activities results in teams earning Thought Cards. The team that accrues that most Thought Cards is judged the winner.

"This program aims to have participants think 'out of the box' with a focus on communication during distractions, role delegation, teamwork and corporate social responsibility," said Mr Richardson.

"The teams learn about the TLC for Kids Distraction Box and the importance of each item along the journey.

"The participating organisation then has the opportunity to donate their own personalised Distraction Box to a local medical institution at the end of the program, and receive a follow-up impact report to show the difference they have made."

TLC for Kids currently services more than 400 hospitals and medical centres around Australia with over 2,000 Distraction Boxes.

Corporate Challenge Events is currently working on the launch of the program in New Zealand.

Corporate Challenge Events is a specialist in corporate team building activities, corporate training, conference planning and corporate events planning from [Brisbane](#) to [Perth](#) in Australia to [Auckland](#) in New Zealand.

Visit [www.corporatechallenge.com.au](http://www.corporatechallenge.com.au) or [www.corpchallenge.co.nz](http://www.corpchallenge.co.nz)

**ENDS**