



## NEWS RELEASE

**8 October 2008**

This year, Deniliquin is on the world map – twice. Deni, home of the Deni Ute Muster got a prezzie on its 10<sup>th</sup> birthday. It won the official World Record Ute Count, throbbing in at 7,242 utes. And another award made it across the line. Deni now holds the Official World Record Blue Singlet Count, with 2,702 people donning 'blueys'. Musicians Lee Kernaghan, Kasey Chambers and The Living End gathered the boys from the bush and livened up the night-time celebrations for what was a fantastic weekend for more than 20,000 people.

Black Dog Institute staff were a part of the lively festivities, with Professor Gordon Parker addressing the crowd gathered in the RM Williams Bull Ride Arena. Professor Parker talked about the significance of the logo on their blue singlets: a hand raised in the 'V' for victory sign – used by Prime Minister of England Sir Winston Churchill during the darkest days of the World War II. This signal of encouragement and hope, however, has a shadow behind it in the shape of a dog symbolising Churchill's courageous battle against his own depression, with his victory over it constantly shadowed by vigilance against its savage bite.

Deni also scored on another sort of MAP, the Mood Assessment Program. This sophisticated diagnostic tool, a brainchild of Professor Parker's, provides a systematic decision tree to assist in sorting through a formulation and diagnosis of any mood disorder, and so assisting management. The MAP Centre, staffed by mental health professionals, will be opening at Deni. This is Black Dog Institute's legacy to help support individuals in country regions who are battling mood disorders such as depression and bipolar disorder.