

## Media release

# ING DIRECT takes 70 million steps for Cerebral Palsy

**Thursday 1 October, 2015**

Staff from ING DIRECT have taken more than 70 million steps during the month of September as part of Cerebral Palsy Alliance's annual [Steptember](#) initiative, raising \$56,000 to support people living with cerebral palsy (CP) right across Australia.

Vaughn Richter, CEO, ING DIRECT said: "More than 500 of our people embraced the spirit of Steptember this year, not only focusing on achieving their individual goals of 10,000 steps each day, but also getting creative with their fundraising.

"Over the past month we've had a ping pong championship, a cinema premier evening, bake sales, sausage sizzles and Zumba classes – all contributing to our fundraising. Family, friends and many of our business partners have also been very generous in supporting the ING DIRECT Steptember efforts and a huge thank you has to go their way."

ING DIRECT has a long-standing relationship with [Cerebral Palsy Alliance](#) that has grown year on year, from support for Steptember to participation in the Ignition mentoring program for teenagers with CP, which includes an annual weekend away in the snow for ING DIRECT mentors and their mentees to facilitate their independence.

With additional support from ING DIRECT, including matching staff donations, the total amount of money raised for Cerebral Palsy Alliance through ING DIRECT's Steptember efforts this year is \$126,000.

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### About ING DIRECT

ING DIRECT changed the way Australians bank 15 years ago by launching the country's first high interest, fee free online savings account. Since then, we've brought this low fee value to home loans, transactional banking and superannuation.

With over 1.5 million customers – and \$32 billion in savings and \$38 billion in mortgages – ING DIRECT has the highest Net Promoter Score of any bank.

Australia's most recommended bank according to Nielsen Consumer Media View, Sep '14 –Feb '15 (n=10,220).