

said.

"I can't remember the last time I was this keen to play football at the start of the season. We've just come back from a very worthwhile trip to the United States which has us in good stead for the Charity Shield and the season ahead."

Funds raised at the game will be donated to Souths Cares and the St George Bank Foundation. The Rabbitohs and Souths Cares have chosen to highlight the No-Way Campaign. Taylor, who is the patron of The No-Way Campaign, called on fans to support the cause.

The No-Way Campaign is a drug and alcohol awareness program that aims at educating youth about the dangers and consequences of substance abuse.

"This is a very worthwhile cause and I encourage all fans to get behind it," he said.

"The events of last year showed in two of our major football codes that drugs continue to be a problem in sport and in society as a whole. It is not something to shy away from or pretend it isn't happening. We need to meet the problem head on and that is what Darren and The No-Way Campaign are doing."

Taylor also said the 25th Charity Shield would be a genuine hit out and the last chance for players to press their claims for selection ahead of NRL round one.

"We've just come back from a great trip to Jacksonville and are really looking forward to the season ahead. The Charity Shield is always the signal that season kick-off is just around the corner and this is a game we want to win. This is a fair dinkum game and we will be approaching it like that. It is the players' last chance to impress before the season proper and I know they are itching to go."

Mr Holmes à Court called on Members and fans to support the team's nominated charities.

"On the 25th anniversary of this event it is important to remember why it was founded in the first place and that was to provide support to some very worthwhile charities," he said.

"South Cares, The No-Way Campaign and the St George Bank Foundation are making a difference to those in need in their respective communities and I hope all fans will help out not only by purchasing a ticket to the game but also with a contribution on the night."

Mr Doust said: "The Charity Shield has maintained a prominent part in the Rugby League calendar."

"Tradition in Rugby League is something the Dragons respect and we are very happy to be playing the 25th Charity Shield against the Rabbitohs."

25th Charity Shield Fact Sheet

"Reserve A Seat" group booking service available from Ticketek

At today's event Ticketek launched their new Reserve A Seat program for NRL matches. Reserve A Seat makes it easy for online customers to organise tickets for a group without incurring an upfront payment. Following completion of their ticket purchase, a customer can hold up to ten adjacent seats (inclusive of their own tickets purchased) for a specified period of time. Up to ten seats (inclusive of the tickets purchased by the "group organiser") can be held per customer for up to three days. Details can be found by searching for "Rabbitohs" at www.ticketek.com.au

The No-Way Campaign

The No-Way Campaign is a drug and alcohol awareness program focused primarily on prevention, through educating our youth about the real dangers and consequences of substance abuse and drug addiction. There are a number of links between Souths Cares and The No-Way Campaign; Rabbitohs Head Coach Jason Taylor is the patron of The No-Way Campaign; Campaign manager Darren Marton is supported by the NRL and One Community and has addressed the SSFC NYC squad. He will also be speaking to local schools and community groups in conjunction with Souths Cares programs during 2008. Both Souths Cares and The No-Way Campaign organisations give strong anti-drug messages to youth.

For more information on The No-Way Campaign go to www.thenowaycampaign.com.

Souths Cares

Souths Cares has been established to assist disadvantaged young people and their families in the South Sydney area and Indigenous communities throughout Australia. Souths Cares does this by promoting the benefits of education, and healthy lifestyles through a wide-range of direct support programs and partnerships with established service providers, Government and the corporate sector. Our projects also offer a genuine career path for Rabbitohs players should they wish to pursue a role in sustainable community development.

ARMtour: Dean Widders and Souths Cares Manager Simon Dirs were recently in Mutitjulu in the Northern Territory as part of the ARMtour program (Athletes as Role Models), delivering health & education programs to Indigenous youth in remote communities and encouraging the kids to engage in school, participate in sport, & highlighting the dangers of substance abuse. This program will continue in 2008 in partnership with NASCA.

Rabbitohs Healthy Eating Campaign: David Peachey, Nathan Merritt, Yileen Gordon & Ben Rogers delivered 3000 healthy eating show bags to "The Block" for the kids of Redfern & Inner City areas. As well as show bags the players spoke to children about the importance & benefits of eating healthy & participating in sport.

Rabbitohs NYC player & Souths Cares Trainee, Malaki "Junior" Seumanutafa will be a regular at Alexandria Park Community School as part of our Sporting Chance School Program. Junior will be mentoring & encouraging students in their academic endeavours & will also be playing an active role in school sporting teams.

Classroom Project: As well as school & community visits by Rabbitohs players in 2008, we will be launching a classroom project at the re-developed Redfern Oval for children in years five and six who are struggling in the classroom. In partnership with the NSW Department of Education and NSW Police this ground breaking project will ensure that our kids are making the right choices when it comes to school, health & the importance of family.

For more information please contact Simon Dirs on (02) 8306 9933

The St. George Foundation

The St. George Foundation supports children's charities in Australia to improve the lives of disabled and disadvantaged kids. The Foundation is not a single purpose charity, as a result it can help a cross-section of young people with special needs.

Some Selected Programs

Aunties and Uncles (Illawarra) Inc: Extended Family Network Program – a support network for families of disadvantaged children.

Blacktown PCYC: Behaviour program for young crime offenders.

Menslink: Expanding the Project Oriented School Mentoring Program for young boys in grades three and four with behavioural problems.

Charity Shield Statistics

2007 result: Dragons 16 (W Naiqama, J Morris, B Hornby tries; W Naiqama 2 goals) defeated

Rabbitohs 14 (L Stuart, S Hegarty, N Vagana tries; J Williams 1 goal)

Crowd: 23,053

Match Records:

Played 24, Dragons 14, Rabbitohs 7, Drawn 3.

1982 – Dragons 9-7

1983 – Dragons 28-10

1984 – Rabbitohs 24-6

1985 – Dragons 10-8

1986 – Dragons 12-0
1987 – Dragons 28-14
1988 – Rabbitohs 30-6
1989 – Rabbitohs 20-16
1990 – Drawn 10-10 (Rabbitohs retain)
1991 – Drawn 16-16 (Rabbitohs retain)
1992 – Rabbitohs 21-20
1993 – Dragons 10-8
1994 – Dragons 14-11
1995 – Dragons 18-10
1996 – Dragons 30-6
1997 – Dragons 26-18
1998 – Dragons 14-4
1999 – Rabbitohs 16-14
2002 – Drawn 20-20 (Rabbitohs retain)
2003 – Dragons 28-10
2004 – Dragons 34-8
2005 – Rabbitohs 30-6
2006 – Rabbitohs 14-12
2007 - Dragons 16-14