

State Emergency Service

Media Release



Tuesday, 9 May 2017

Orange 'selfies' for selfless SES volunteers

South Australians are being encouraged to dig deep into their wardrobe and find something orange they can wear tomorrow (Wednesday, 10 May) as part of Wear Orange Wednesday (WOW).

A key element of National Volunteer Week, Wear Orange Wednesday is a national day of recognition for the 40,000 State Emergency Service (SES) volunteers across Australia and the work they do help their communities.

People who dress up in orange, which is the official colour of the SES, are being encouraged to snap a selfie and upload it to their social media channels using the hashtag #thankyouSES.

South Australian SES Chief Officer Chris Beattie said Wear Orange Wednesday was timely given the devastating impacts Mother Nature has had on local communities over the past 12 months.

"Since 1 May last year, South Australian SES volunteers have responded to around 17,000 requests for assistance from the South Australian community," Mr Beattie said.

"This is an enormous effort given that normally we respond to somewhere between 5,000 and 7,000 callouts in a 12-month period.

"SES volunteers selflessly dedicate their time and considerable expertise to respond to storm and flood taskings, road crash and marine rescues, land searches and many other emergencies so WOW Day is a great way for everyone across Australia to say thanks for those efforts.

Mr Beattie said it was easy for everyone to get involved in WOW Day.

"All you need to do is wear something orange, take a selfie, and share it on social media with the #thankyouSES hashtag," he said.

"If you can't wear orange tomorrow, you can still get involved by changing your social media profile picture to one of the many WOW Day profile icons available at www.wearorangewednesday.com.au." Mr Beattie added.

For media enquires telephone the SES Media Line on (08) 8211 6176

For SES response in floods or storms telephone 132 500. If the matter is life threatening telephone 000
www.ses.sa.gov.au