



MEDIA RELEASE

24 October 2007

\$35,000 AND WE HAVE A NEW CHERRY KING!

For the 18th consecutive year, Sydney Markets has auctioned a box of cherries to celebrate the launch of the cherry season to raise much-needed funds for charity.

Today's Cherry Auction raised over \$60,000 for Variety, The Children's Charity, and these funds will be used to purchase medical equipment for the Intensive Care Unit at the Sydney Children's Hospital at Randwick.

Those attending the auction included the NSW Leader of the Opposition, Mr Barry O'Farrell, Deputy Leader of The Nationals, Mr Andrew Fraser, Mr Jim Tsolakis, Liberal Party Candidate for the Federal seat of Lowe, Jimmy Barnes, Miss World Australia contestant Caroline Pemberton with performances from Hayley Jensen, Lexie Hay and the very talented Mark Vincent who sang for the crowd, and radio and TV personality Glenn Wheeler who took to the stage as auctioneer. The huge crowd of fruit and vegetable traders, celebrities and sporting stars joined the bidding for this excellent cause by way of significant purchases. Other identities included Maria Venuti, Greg Alexander and Wests Tigers' Chris Heighington and Ben Te'o.

The successful bid for this year's cherries came from Nick Moraitis, of Moraitis Group of Companies. This is now the second time that Nick Moraitis has dug deep for charity; as he purchased the cherries in 1997 when his horse Might and Power did the almost impossible by winning both the Caulfield & Melbourne Cup.

Delighted at being the successful bidder for the second time Nick Moraitis said "I have been fortunate in life with a wonderful family and 11 healthy grandchildren, and I take pleasure in being able to help contribute to such a worthy cause that is so focused on helping kids in need. I say well done to the people from Sydney Markets, the NSW Chamber's Market Industries Committee, Sydney Markets Limited and Variety the Children's Charity who do a fantastic job each year with this massive event. To be in a position to purchase the cherries on what has been a fantastic morning filled with so much entertainment has been an added bonus. It's good to see so many celebrities turning up in the early hours of the morning and being part of the festivities" said Mr Moraitis

"The bidding was fast and it wasn't long before it reached the \$35,000 mark and I with the support of my son Paul, was pleased to be able to make the final bid"

"Our company has been hugely successful and we have enjoyed great support from the people within our industry and this is an appropriate way to return the support and say thank you." said Mr Moraitis

In addition to the \$35,000 paid for the cherries, a further \$25,000 was achieved from the proceeds of other items auctioned on the morning.

The 2007 Cherry Auction was run by the NSW Chamber's Market Industries Committee at Sydney Markets in conjunction with Sydney Markets Limited and Variety, the Children's Charity.

Each year there is strong competition from growers to have their cherries selected and congratulations go to John Gaudion of Cherry King from Hillston NSW.

For further information, interviews or a photo, please contact:

RETINA HONG, Sydney Markets Limited, 02 9325 6201, or 0418 223 579, retina.hong@sydneymarkets.com.au

PAUL MORAITIS can be contacted on 0418 275 088

Where the Cherries Came From

Cherry King in Hillston – Southwest NSW – John Gaudion – (02) 6963 0724

Sydney Markets Limited

Sydney Markets Limited owns and operates Australia's largest market and is recognized as a world leader in fresh produce and community market management. Approximately 130 wholesalers, 400 produce growers, 170 flower growers and over 160 supporting businesses are located on site at Flemington. More than 5000 people work in businesses at Sydney Markets..