



MEDIA RELEASE

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Record \$41,000 paid for season's first cherries

Today \$41,000 was paid for the season's first cherries, which were auctioned at the Sydney Markets at Flemington to raise money for Variety, The Children's Charity.

The successful bid came from greengrocer Sam Agostino, owner of FRESHWORLD stores in Burwood, Castle Hill and Penrith. This is not the first time that Sam has dug deep for charity. Sam was also one of the Four Wise Men who purchased the Cherries last year.

Clearly thrilled with his winning bid, Sam Agostino said "it's such an honour to have bought the first box of cherries for the season. It's always an exciting morning, especially when there are plenty of people bidding to become the owner of the seasons first cherries."

"I like to support children's charities and I'm sure that buying the Cherries will really help Varsity, The Children's Charity, to continue the great work they do for Australia's children."

"Freshworld has been supported greatly by the community and this is a great way to return the support and say thank you."

"This year, Variety is donating the money to the myoelectric prosthetic clinic at the Children's Hospital at Westmead to help the kids who are in need of a limb."

"The prosthetic limbs they supply move as a result of signals sent from the brain, and allow the children to do things most of us take for granted like picking up a pencil, taking the top off a jar, holding a knife and fork, it's really amazing," added Sam.

In addition to the \$41,000 paid for the cherries, \$34,000 was also raised by the huge crowd of fruit and vegetable traders who dug deep to bid for sporting and other memorabilia items, raising a grand total of \$75,000 for Variety, The Children's Charity.

Jack Cannons, Director of Variety, said "\$75,000 is a fantastic result and it will go a long way to helping children who are in need of an artificial limb."

Commenting on the cherry season ahead, Paul Moraitis, President of the Market Industries Committee said "the South Australian cherries are always the first to come into season, but this year some pretty cold weather has delayed the season by about two weeks."

"Thankfully though, we have a really great relationship with growers right across the Australia, and they spent quite some time during the last week searching through their orchards to pull together the cherries that were auctioned this morning. "

"The good news is, despite the recent cool weather, growers are still predicting a quality year and customers should expect to see a good supply in greengrocers by the end of this month - plus they will be available for less than the \$41,000 paid today," Paul added.

Graham Minifie of Cherry Park grew this year's first box of cherries in Stanthorpe.

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