



MEDIA RELEASE

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Sam breaks cherry record for charity \$45,000 paid for season's first cherries

For the 15th consecutive year, the Sydney Markets at Flemington has auctioned a box of the season's first cherries to raise much-needed funds for charity.

This year the cherries, and other auction items raised over \$70,000 for Variety, The Children's Charity. These funds will be donated to 'NETS' the **N**SW newborn and pediatric **E**mergency **T**ransport **S**ervice.

NETS offers a critical care transport service for very sick babies and children who need intensive care and this form of treatment is not available at the referring hospital. Put simply, NETS provides moving intensive care units for children.

NSW Leader of the Opposition, John Brogden, attended the Auction, John Paul Young sang 'Love is in the Air' to entertain the crowd, and 2GB announcer Glenn Wheeler took to the stage as auctioneer and led the crowd to offer bids that saw last years record fall. Terry Hill, Maria Venuti and Imogen Bailey were also in attendance to cheer on the bidding.

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, he also purchased the Cherries in 2002 and 2003.

Thrilled to have won the cherries for the third time and broken last years record, Sam Agostino said "I didn't plan to buy the cherries today, but then I saw the NETS ambulance arrive and saw how many people were involved with the Cherry Auction from Variety, the Sydney Markets and NETS and I felt I had to."

"The bidding lingered around the \$25,000 mark for a while, and I thought it was a good cause so I spontaneously made a bid."

"I have six healthy grandchildren and if I can help other parents who are less fortunate then that's a great privilege"

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

In addition to the \$45,000 paid for the cherries, around \$25,000 was also raised by the huge crowd of fruit and vegetable traders who dug deep to bid for other items, raising around \$70,000 for Variety, The Children's Charity.

The Market Industries Committee at Sydney Markets ran the 2004 Cherry Auction in conjunction with Variety, the Children's Charity.

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

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Sam Agostino will be at his Burwood store today, he can be contacted on 0407 221 581