



MEDIA RELEASE

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Double Crown- Father & Son Break Record \$50,000 paid for season's first cherries

For the 16th consecutive year, the Sydney Markets at Flemington has auctioned a box of this season's first cherries to raise much-needed funds for charity.

Today's cherry auction raised over \$80,000 for Variety, The Children's Charity. These funds will be donated to 'NETS' the NSW newborn and pediatric Emergency Transport Service.

NETS offers critical care transportation for babies and children who need intensive care, a service not provided by referring hospitals. It was NETS that transported Phil Kearns daughter last weekend after a tragic accident at the family home.

Those attending the auction included, the Minister for Health, John Hatzistergos, Maria Vanuti who sang for the crowd, and announcer Glenn Wheeler who took to the stage as auctioneer. Records fell as sporting identities joined the bidding for this excellent cause, with Brad Fitler and Jeff Fenech both showing their generosity and commitment by way of significant purchases. Other identities included the Ella Brothers and Balmain Tigers' Mark O'Neil.

The successful bid for this years cherries came from father and son, Sam & David Agostino, owners 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, 2003, 2004.

Thrilled at being the successful bidder for the fourth time and breaking last years record, Sam Agostino said "I never take anything for granted, I have six healthy grandchildren and if I can help other parents who are less fortunate then that's a great privilege".

"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."

"Our Freshworld stores have enjoyed great support from the community and this is an appropriate way to return the support and say thank you."

In addition to the \$50,000 paid for the cherries, around \$30,000 was also raised by the huge crowd of fruit and vegetable traders who dug deep to bid for other items, raising around \$80,000 for Variety, The Children's Charity.

The Market Industries Committee at Sydney Markets ran the 2005 Cherry Auction in conjunction with Variety, the Children's Charity.

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

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