



## MEDIA RELEASE

25 October 2006

# **\$55,000 A SWEET RECORD BREAKING WIN FOR CHERRY KING!**

For the 17<sup>th</sup> consecutive year, Sydney Markets at Flemington 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 \$178,000 for Variety, The Children's Charity, and these funds will be used to purchase medical equipment for the Sydney Children's Hospital, RPA Newborn Care, Mt Druitt Hospital and the Lithgow Health Service.

Those attending the auction included the Leader of the Opposition, Mr Peter Debnam, Ricki-Lee and Mark Vincent who sang for the crowd, and announcer Glenn Wheeler who took to the stage as auctioneer. Records fell as 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, Terry Hill, Daryl Halligan and Balmain Tigers' Chris Heighington and Bronson Harrison.

The successful bid for this year's cherries once again came from tremendously generous father and son team Sam and David Agostino, owners of Freshworld stores in Burwood, Castle Hill, Penrith and the newly opened store in Southgate at Sylvania. This is not the first time that Sam has dug deep for charity; he has purchased the cherries in 2002, 2003, 2004, 2005 and 2006, which in total comes to an amazing \$235,000. This would have to be the most generous father and son team in our market.

Thrilled at being the successful bidder for the fifth time and breaking last year's record, Sam Agostino said "I never take anything for granted, and if I can help other parents who are less fortunate then that's a great privilege. The people of Sydney Markets do a fantastic job with this event and being in a position to once again help others is a very fortunate place to be".

"The bidding was frantic and it wasn't long before it reached the \$50,000 mark and I, with the support of my wife and family, was pleased to be able to make the final bid" said Sam.

"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 \$55,000 paid for the cherries, a further \$123,000 was achieved from the proceeds of other items auctioned on the morning and funds raised prior to the auction by the very generous people of the Sydney Markets community.

The 2006 Cherry Auction was run by the Market Industries Committee at Sydney Markets in conjunction with Variety, the Children's Charity.

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

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SAM AGOSTINO can be contacted on 0407 221 581

### Where the Cherries Came From

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

L & M Cotsaris – Renmark, South Australia - Leon & Maria Cotsaris – (08) 8586 4310 or 0412 347 339

### *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..*