



Media Release: Wednesday 26 September 2007

\$25,000 PAID AT MANGO AUCTION

FRED DID IT AGAIN !

A whopping \$25,000 was paid this morning for some of the season's first mangoes at the 17th annual Mango Auction held at Sydney Markets, Flemington.

A huge crowd of fruit and vegetable traders, and intrigued onlookers joined special guests to see a total of \$65,000 raised for The Children's Hospital at Westmead.

The successful bidder was greengrocer Fred Pisciuneri, owner of Fred's Fruit Market located at Edensor Park in Sydney's South West.

Fred is a quiet, reserved person who is not usually in the limelight, but was more than happy to bid for the mangoes to raise money for the Children's Hospital at Westmead.

This is not the first time that Fred has shown such generosity as he also purchased the Mangoes in 2003, 2004 and 2006. Since 2003 Fred has donated a total of \$107,000 to the Children's Hospital at Westmead.

Fred Pisciuneri and Joe Fuda of Advance Produce will deliver the mangoes to the children at The Children's Hospital at Westmead after the completion of the morning's festivities.

The people of Sydney Markets have been supporters of children's charities and activities for a long time, with the annual Mango Auction run by Joe Fuda at Advance Produce, and the famous Cherry Auction to be held on Wednesday 24 October.

Funds raised through the 2007 auction will assist The Children's Hospital Institute of Sports Medicine to continue to provide sports medicine and sport and exercise science to sick, disabled and able-bodied children.

The mango season usually runs from late September through to March, and they are grown in the hot and humid conditions of northern Australia. The "*Kensington Pride*" mangoes auctioned today came all the way from Pine Creek in the Northern Territory.

FOR MORE INFORMATION OR A PHOTO CONTACT:

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Who was involved in the Mango Auction?

Advance Produce, based at Sydney Markets, Flemington

Sydney Markets is the largest fresh fruit and vegetable wholesale market in Australia and one of the largest in the world. These markets play a significant role in the horticultural industry and the economy of New South Wales. This market primarily caters to professional buyers from supermarkets, restaurants, greengrocers, exporters and food processors.

Wholesaler Joe Fuda of Advance Produce Pty Ltd in the Sydney Markets organised this event.

ADVANCE PRODUCE – Phone: (02) 9746 0462

FRED PISCIUNERI of Fred's Fruit Market in Edensor Park – can be contacted on 0405 155 239

The Children's Hospital at Westmead

The Children's Hospital at Westmead is one of the world's newest centres for paediatric care and also one of the oldest children's hospitals in NSW – established in 1880. The money raised at the Mango Auction will go to the Children's Hospital Institute of Sports Medicine (CHISM). CHISM commenced in 1996, and provides comprehensive, specialised services in children's sports medicine and sport and exercise science for sick and disabled children as well as those who are able-bodied.

CHISM is a world "first". No other Children's Hospital focuses on diagnosis, treatment and prevention services for sick and disabled children in sports medicine and sport and exercise science, within the one Institute.

CHISM is funded solely through public donations, special fundraising functions and some fee-for-service programs.

Where the Mangoes Came From

Michelle Hill of Pine Creek, NT, was the supplier of the mangoes at this year's auction. The mangoes were the popular Kensington Pride variety. As well as supplying mangoes to the people of NSW through Advance Produce Pty Ltd at Sydney Markets, Flemington, she also exports them as far away as Paris, Milan, Frankfurt and Vienna.