



## Sydney Markets Mango Auction Celebrating 21-Years of Mango Mania

### Addressing Men's Health

Fruit and vegetable retailers and wholesalers around the country are getting ready for one of the most exciting events of the year: Sydney Markets' twenty-first annual Mango Auction.

Held from 7.00 am on Wednesday 31 August at Sydney Markets, the event will see the first mangoes of the season – all the way from the Northern Territory – go under the hammer with a crowd of eager bidders competing for the honour of becoming the Sydney Markets Mango Mayor.

Last year saw a total of \$60,000 worth of funds raised, including a winning bid of \$30,000 for the box of mangoes. It was good news for Woolworths, the winning bidder and for the Children's Hospital of Sports Medicine (CHISM), and the Prostrate Cancer Foundation of Australia, who are two of Sydney Markets' charities of choice.

"Last year again realized a tremendous result for the charities of the Sydney Markets Foundation and we expect this year to deliver a similar result," commented Mr Bradley Latham, CEO of Sydney Markets Limited.

Bidding might be a nerve-wracking process for some, but there are also plenty of activities for attendees to let their hair down. Entertainment for 2011 will include internationally acclaimed singer **Marty Rhone** and appearances by high profile sporting identities including **Susan Pratley**, member of the Australian Netball Team and the NSW Swifts and **Scott Coyte** who plays cricket for the NSW Speed Blitz Blues and has represented the Australian u/19 team. Rugby league players from the Sharks and Paul Sironen from The Tigers.

The hilarious spaghetti-eating competition, toss the ball with Tigers players and the mango eating competition.

According to Sydney Markets spokesperson, Mr Nick Martelli, the no-holds-barred eat-athon can be every bit as unpredictable as the auction itself.

"The competition always creates a laugh," he said. "It's never too hard to find some big appetites in Sydney Markets and we always seem to create some hijinks."



Mr Martelli anticipates that most of the crowd will be eager to get their hands on the coveted mangoes. His advice to all potential buyers is to bid generously – the proceeds all go to charity. “Open up your heart and pull the money out of your pockets,” he said. “It’s for a good cause and the more money we can raise the better.”

As the Sydney Markets site as a whole has the highest concentration of male workers, we have used a Men’s Health theme with promotion of the benefits of prostate testing and also the Victor Chang Health Booth will be on site. All money raised from the event will assist the Sydney Markets Foundation and the Prostate Cancer Foundation of Australia and the Westmead Children’s Hospital (CHISM).

“Sydney Markets has continuously supported charities associated health and being one of the largest concentration of male-dominated workplaces in Australia we are proud to also support the Prostate Cancer Foundation of Australia this year,” said Mr Latham.

Mr Latham has high hopes that auctioneer, Edward Riley from McGraths Real Estate, will once again draw a strong response from bidders. “We are hoping to achieve a similar result again this year. It would be great if we could raise even more,” Mr Latham added.