



Cherry Auction to Blossom Bigger than Before

Spring is in the air and that only means one thing: the return of Sydney Markets' Annual Cherry Auction.

Now in its 32nd year, the auction, which last year raised a record-breaking figure of \$110,000, has contributed a total of over \$1 million for Sydney charities since its inception.

Brad Latham, Chief Executive Officer of Sydney Markets Limited expects that this year's auction will be just as popular with bidders. During his time, Mr Latham has seen the annual event go from strength to strength.

"In its inaugural year in 1980, the winning bid was \$65 and our record is now an amazing \$55,000. It sure has brightened many young hearts along the way," he said.

Kicking off at 7.00 am on **Wednesday, November 9** at Sydney Markets, the bidding officially begins at 8.00 am and will bring out the best amongst philanthropic fruit merchants around Australia who are keen to secure the best cherries of the season, and make a positive contribution to charity. At last year's auction, Lui Cicco, of Sydney Markets Cherry Knights, was crowned the Cherry King.

Funds raised by Sydney Markets from the event will assist Save Our Sons, a charity dedicated to fundraising and research on Duchenne Muscular Dystrophy, a degenerative muscular disease with a 100 per cent mortality rate and the Sydney Markets Foundation.

A stellar line-up of stars and entertainment also promises to make the day even more memorable, featuring Save Our Sons ambassador and long-time *Home and Away* actress, Ada Nicodemou, Tigers legends, Blocker and Sirro along with Mark Vincent, Bill Harrigan, comedian Tahir and Westmead Hospital's Professor North and several government dignitaries.

Also up for auction are a number of special items including: a Toyota Forklift, a Fighter Jet experience; a helicopter ride over Sydney and lunch at Piers Restaurant; a Michael Schumacher-signed garment plus a chance to drive 2-3 Ferraris; a dinner for 10 with Ada Nicodemou and Esther Anderson; a signed robe by Mohammed Ali; an airbrush picture and, of course, more cherries.

Mr Latham urges all potential bidders to "dig deep" on the day. "Not only is the auction a chance to secure the best cherries in the country, but it's also a chance to show you care and support a worthwhile cause," he said.

For further information, please contact: