



Media Release: 19 October 2015

Summer Fruit Auction to welcome the start of stone fruit season

Sydney Markets welcomes the start of a new tradition this year with the inaugural Summer Fruit Auction to be held on Wednesday 28 October 2015. The event will take the place of the Cherry and Mango auctions, which in previous years have been held separately within weeks of each other during spring.

The Summer Fruit Auction combines the best of both auctions into one event, celebrating all the fruits of summer and involving a wider group from the markets in the hope of raising even more money to help those in need.

Sydney Markets Limited CEO, Brad Latham says, "The Cherry and Mango auctions have been hugely successful community activities, raising hundreds of thousands of dollars for a number of charities over the years. Sydney Markets has been a proud supporter of the auctions for a long time and will continue that support with the Summer Fruit Auction."

"Knowing the work that is required to bring both events to life every year, we saw the opportunity to make an even greater impact by pulling everyone together and focusing all of our efforts on one big annual event," says Summer Fruit Auction Committee Chair Nick Martelli.

Committee member, Frank Petulla adds, "The Summer Fruit Auction will herald the start of the stone fruit season just as the Cherry and Mango auctions did, but shifting the focus from specific fruits to summer fruit paves the way for more Sydney Markets wholesalers and retailers to get involved and give back to the community."

Going under the hammer in the auction will be a number of fruit hampers featuring the best of the new season's summer stone fruits sourced from around the country. There will also be a silent auction for exclusive memorabilia. All proceeds from the Summer Fruit Auction will go to the Sydney Markets Foundation, with the funds to benefit Save Our Sons.

"We are thrilled to have been chosen as the charity for the very first Summer Fruit Auction", Save Our Sons founder and father Elie Eid said. "I'll never stop trying to find a cure for my son and the money raised enables us to continue the research we need to help him and all boys like him," he said.

The 2015 Summer Fruit Auction will take place from 7am – 9am on Wednesday 28 October at Sydney Markets.

The beneficiaries of the 2015 Summer Fruit Auction are:

Save Our Sons: Save Our Sons is committed to finding a cure for Duchenne Muscular Dystrophy. There are a number of research facilities locally in Australia and overseas currently working on some very exciting clinical scientific trials which could help prolong the children's lives in the hope of finding a drug that could eventually halt this dreadful condition. With the assistance of our supporters, donators and volunteers, the funds raised through events, online donations and



sponsorship, we look to make a difference to young boys suffering from DMD and **with your help, save their lives.**

Sydney Markets Foundation: Set up in 2010 to ensure the generosity of the Sydney Markets Community reaches directly the people and communities that are in need.

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