



## Who will be crowned Cherry King?

The official start of the stone fruit season is almost here with the first box of cherries set to go under the hammer at Sydney Markets on Wednesday 29<sup>th</sup> October.

Our Cherry experts are scouring the country to find the best box of cherries money can buy. As is tradition, the first box of Cherries will be auctioned to raise funds for charity, this year in support of Save Our Sons and Sydney Markets Foundation

**"The Cherry auction traditionally signifies the beginning of the stone fruit season and is a widely embraced community activity Sydney Markets is proud to host every year." said Bradley Latham, CEO Sydney Markets Limited**

Over the years the Sydney Cherry Auction has raised millions of dollars for Australian charities in need.

**"We are thrilled to again be chosen as the charity for the Sydney Markets Cherry Auction", Save Our Sons founder and father Elie Eid said. "I'll never stop trying to find a cure for my son and this money will go a long way toward funding the research we need to help him and all boys like him." He said**

**"Save Our Sons is a deserving cause and one the committee is happy to support" said Chairman of the Sydney Cherry Auction Committee, Frank Petulla.**

Numerous bidders including celebrities, markets traders, politicians and Sydneysiders alike are expected to vie for the title of Cherry King (or Queen) by successfully bidding for the first box of Cherries.

This year's cherry auction is shaping up to be a great event.

### **Our charities for 2014 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.

**Confirmed Celebrities in attendance:** Channel 9's Today Show, Entertainment from Mark Vincent, Billy Dib, Bill Harrigan, Jeff Fenech, Luke Burgess, Andrew Morley & Ada Nicodemou – Home & Away, Erin Molan, Chris Laurence, Michael Ennis, Rob Shehadie, Tahir, Steve Roach, Paul Sironen, Terry Lamb, Josh Reynolds

**Pedestrian access to the markets is Free.**  
**Cherry Auction activities run 6.30am-9.00am**

For more information contact:  
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## About Sydney Markets Limited

Sydney Markets Limited has a history dating back to the landing of the first fleet; the modern markets comprise two locations, Flemington and Haymarket. Each location has Wholesale and Retail facilities. Sydney Markets Flemington houses Sydney's Growers, Produce and Flower markets which provide fresh fruit, vegetables and flowers to independent retailers, supermarkets, florists, providores, exporters, food processors, restaurants and caterers. Friday to Sunday at Flemington the market is transformed to become Paddy's Markets adding fresh seafood, meat, CD's, clothing, jewellery and entertainment for the family to name just a few. Paddy's Haymarket trades from Wednesday to Sunday with similar offerings.

Sydney Markets is the vital link of Australia's horticultural supply chain. Produce is received from approximately 20,000 growers Australia-wide with the wholesale operations supplying fresh fruit and vegetables to over two-thirds of the Australian population.

### Sydney Markets Limited Quick Facts

- Sydney Markets Limited operates 2 sites: One at Flemington in Sydney's West and One at Haymarket
- Sydney Markets has its own post code, 2129, at the 43ha Flemington site
- On the weekend, Sydney Markets at Flemington becomes Paddy's Markets
- Approximately 2.5 Million tonnes of fresh fruit and vegetables are sold through Sydney Markets valued over \$3 billion
- Approximately 1,500 traders operate at Paddy's Markets at Flemington and Haymarket
- More than 5,000 people work in businesses at Sydney Markets
- Approximately 120 Wholesalers, 394 Produce Growers, 172 Flower Growers-Sellers and over 160 supporting businesses are located on site at Flemington
- Around 140,000 customers are attracted to Paddy's Markets each week
- Over \$150 million of fresh flowers are sold through Sydney Flower Market annually
- Approximately \$100 million of fresh produce is exported from Sydney Markets annually