



## **MEDIA ALERT**

# **Summer Fruit Auction: Celebrating the Taste of Summer Wednesday 28 October 2015**

### **WHAT**

The Summer Fruit Auction is a community charity fundraiser event held at Sydney Markets Flemington.

Activities on the day will include:

- Live fruit auction with hampers of the best Australian summer fruit going under the hammer to raise money for Save Our Sons.
- Silent auction for exclusive memorabilia with proceeds going to the Sydney Markets Foundation
- Live crosses with the Channel 9 Today Show
- Your Local Greengrocer program's spring promotion raffle prize draw and car giveaway
- Cooking demonstrations and sampling
- Kids mango eating competition
- Health checks at the Victor Chang Igloo

The Hon Mike Baird, MP, Premier of New South Wales will be in attendance, as well as celebrity appearances by Angry Anderson, Steve Menzies, Bill Harrigan, George Burgess and Terry Lamb\*

The event is open to the public.

\*subject to change without notice

### **WHO**

The Summer Fruit Auction is proudly presented by Sydney Markets Limited, together with The NSW Chamber of Fruit & Vegetable Industries Inc. (Freshmark)

### **WHY**

The Summer Fruit Auction is a celebration bringing together Sydney Markets and the wider community to promote Australian stone fruit and raise money for charitable causes.

The event takes the place of the Cherry and Mango auctions, which in previous years have been held separately at the start of the cherry and mango seasons. The Summer Fruit Auction combines the best of both auctions into one event, celebrating all the fruits of summer in Australia.

Funds raised through the auction and at the event will benefit Save Our Sons and the Sydney Markets Foundation.

### **About 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.



### **About the 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.

The Sydney Markets Foundation was set up in 2010 to ensure the generosity of the Sydney Markets Community reaches directly the people and communities that are in need, particularly people associated with the Markets and the industry.

### **WHEN**

Wednesday 28<sup>th</sup> October 2015  
7:00am – 9:00am

### **WHERE**

Canopy between A & B Sheds, Sydney Markets  
250-318 Parramatta Road, Sydney Markets NSW 2129

Enter at Gate 1 on Austin Avenue and park at multi-storey carpark V

### **MEDIA CONTACT**

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