



Media Release
6th February 2019

TASSAL AND HURRICANES SUPPORT MAJOR FUNDRAISER FOR BUSHFIRE APPEAL

Tassal will lead a major fundraising initiative in conjunction with the Hobart Hurricanes Foundation at Thursday night's Big Bash match against the Melbourne Renegades to raise money for the Tasmanian Bush Fire Appeal.

Tassal has pledged a \$1000 contribution for every six hit throughout the match and will have staff volunteering at Blundstone Arena with collection tins during the top-of-the-table clash to raise funds for the Appeal, which is being led by Tasmania's St Vincent De Paul Society.

"The fires have impacted many of our staff and the communities they call home," said Tassal Head of Engagement, Barbara McGregor.

"We have been working closely with community groups, however, we recognise there will be a need for funds to support those whose lives and properties have been affected by this tragedy."

Cricket Tasmania CEO, Nick Cummins, is pleased the Hurricanes can help raise funds for those impacted by the fires.

"We're very happy to partner with Tassal on this initiative through our Hurricanes Foundation, as we know the devastating effect the fires have had across the state and many members of the Tasmanian Cricket Community have been impacted," he said.

Tasmania's Department of Premier and Cabinet has tasked St Vincent De Paul to lead the Bushfire Appeal, CEO Lara Alexander welcomed the fundraising efforts by Tassal and the Hurricanes and encouraged other businesses to get on board.

"We are very grateful to Tassal, Cricket Tasmania and the Hurricanes for getting on the front foot to help affected Tasmanians in their hour of need," Mrs Alexander said.

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"It is a wonderful gesture by all concerned. I encourage everyone at the game to not only support the Hurricanes, but to support this initiative to help their fellow Tasmanians. Donors can rest assured that every cent they donate will go towards assisting those in need."

A number of businesses have already joined in the initiative including Veolia, SeaRoad, Vos Constructions and Air BnB Tasmania.

Attendees at the match are able to donate to collectors who will be at the ground or online here.

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