

MEDIA RELEASE

Kaikohe, Tuesday 2 September 2008



Top Energy 2008 Electricity Rescue Helicopter Appeal

This week, an intensive advertising campaign gets underway for the 2008 Electricity Rescue Helicopter Appeal.

2008 marks the 20th Anniversary of Northland's independently operated Rescue Helicopter Service, which last year flew a record 538 missions. Known throughout Northland as the Electricity Rescue Helicopter, the service is operated by the Northland Emergency Services Trust (NEST) and is based in Whangarei.

In support of the Electricity Rescue Helicopter, Official Sponsor Top Energy has jointly promoted the annual Appeal, alongside neighbouring electricity network company, Northpower, since 1992.

Said Roger de Bray, Top Energy Chief Executive, "We're delighted to be involved with the Electricity Rescue Helicopter Appeal again this year. We congratulate NEST on providing 20 years successful independent rescue services to Northlanders. Our association with the Trust has been a remarkable and enduring one over many years, because we recognise the service is vital, particularly as many of our communities are geographically isolated and have little in the way of emergency health services available to them locally."

This year's Appeal target is set at \$150,000 and Top Energy and Northpower will again match public donations, dollar for dollar (up to \$150,000), to help meet 'standing costs' of operating the service, including such things as pilot's wages, insurance, interest on loans and flight crew training. All the money raised in the Appeal is paid directly to the Trust.

The Appeal campaign celebrates the service's 20th Anniversary and includes Official Donation Forms distributed to Far North household letterboxes, full-colour local newspaper and supporting radio advertising, plus the opportunity for supporters to make an online donation. As in previous years, Appeal supporters will be given an opportunity to win one of two \$1,000 credits to their power account, or one of 30 rides in the Electricity Rescue Helicopter.

Donations can be made using the Official Donation Form and Freepost envelope provided, by visiting any Northland ASB Bank, or by visiting www.2CU.co.nz to donate online. END.

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