

MEDIA RELEASE

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2009 Electricity Rescue Helicopter Appeal

The 2009 Electricity Rescue Helicopter Appeal is now on.

Official Sponsors, Top Energy and neighbouring lines company, Northpower, are once again funding a high-profile public appeal in support of the Northland Emergency Service Trust (NEST), which operates Northland's independent rescue helicopter service.

This year's Appeal target is set at \$150,000. In addition, the Sponsors will again match public donations, dollar for dollar, up to a maximum \$150,000.

Under the banner, "EVERY MINUTES COUNTS...SO DOES EVERY DOLLAR", this year's Appeal focuses on the Electricity Rescue Helicopter's fast response times, where in emergency situations, a trauma victim's chance of survival is greatest with rapid medical intervention. The advertising includes press, radio and Official Donation Forms being delivered to all Northland households. As in previous years, Appeal supporters in the Far North 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.

All money raised in the Appeal goes directly to NEST, to help meet the 'standing costs' of operating the rescue service, including such things as pilot's wages, flight crew training, insurance and interest on loans.

According to Top Energy CEO, Russell Shaw, his company has supported the Electricity Rescue Helicopter service since 1992. "We're delighted to again support this public fundraising effort. The Electricity Rescue Helicopter provides a vital link to emergency rescue services, particularly in the Far North where many of our communities are geographically isolated and have little in the way of emergency health services locally".

Donations can be made using the Official Donation Form and Freepost envelope provided, or by visiting any Northland ASB Bank. END.

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