

MEDIA RELEASE

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Top Energy 2010 Electricity Rescue Helicopter Appeal

Official Electricity Rescue Helicopter Sponsors, Top Energy and neighbouring lines company, Northpower, are once again funding a high-profile public Appeal in support of Northland's independent rescue helicopter service.

The Electricity Rescue Helicopter is owned and operated by the Northland Emergency Services Trust (NEST) based in Whangarei.

Under the banner, "24/7 Rescue Response", this year's Appeal focuses on the Electricity Rescue Helicopter's close proximity (by flying distance and time) to even the remotest Far North settlements - when compared to alternative emergency transportation by road. The advertising campaign includes press, radio and Official Donation Forms being delivered to all Far North households. The Appeal gets underway on Wednesday this week.

As in previous years, Far North Appeal supporters are offered the opportunity to win one of 30 rides in the Electricity Rescue Helicopter, when they donate \$5.00 or more. In addition, Top Energy and Northpower are again ready to match public donations, dollar for dollar, up to a maximum \$150,000.

This year's Appeal target is set at \$150,000. All money raised in the Appeal goes directly to NEST, to help meet the 'standing costs' of operating Northland's helicopter rescue service, including such things as pilot's wages, flight crew training, insurance and interest on loans.

Says Top Energy, CEO, Russell Shaw, "We are delighted to have supported Northland's Electricity Rescue Helicopter since 1992. That's because we believe Northland's rescue chopper provides a vital 24/7 emergency response link to many of our more geographically isolated communities in the Far North, which otherwise would have little in the way of emergency medical services to call".

Donations can be made using the Official Donation Form and Freepost envelope delivered to household letterboxes, by visiting any Northland ASB Bank, or by one-off online payment to ERH Appeal. ASB Bank Account No: 12 3106 0046000 00. END.

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