

## **MEDIA RELEASE**

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### **2003 Electricity Helicopter Appeal**

This week an intensive 6-week advertising campaign got underway to inform Northlanders about the 2003 Electricity Rescue Helicopter Appeal, which is now on.

Official Sponsors Top Energy and Northpower have jointly promoted the Appeal throughout the Northland region every year, since 1992. Under a general theme, "Every minute counts. So does every dollar", this year's campaign includes letterbox distribution of a full-colour news broadsheet followed by Official Appeal Envelopes to all Northland households, as well as supporting radio and newspaper advertising.

This Appeal target is again set at \$150,000 and money raised will go directly to the Northland Emergency Services Trust, to help meet 'standing costs' of operating the Electricity Rescue Helicopter service, including such things as pilot's wages, insurance, interest on loans and flight crew training.

Said Roger de Bray, Top Energy Chief Executive, "We're delighted to be involved with the Electricity Rescue Helicopter Appeal again this year. With our shrinking health resources, especially in the Far North, the Electricity Helicopter is a vital community service - and so it deserves our continued support."

Mr de Bray said that although last year's Appeal got off to a bit of a slow start, Far North residents had shown their generosity and met the Appeal target by the end of the campaign. He expects the community will again support the Appeal generously this year.

"Contact Energy has very kindly allowed us to include information about the Appeal in Far North customers' power accounts and radio stations and local newspapers have generously donated additional airtime and space for the Appeal. So already this year, we're coming together to help spread the message that little bit further', Mr de Bray added.

Donations can be made using the Official Appeal Envelope, by mailing a cheque or credit card donation to the advertised Freepost address, by visiting any Northland ASB Bank or by calling 0900 RESCUE to make an automatic \$20 telephone donation.

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