

MEDIA RELEASE

Kaikohe, Monday 13 September 2004



2004 Electricity Rescue Helicopter Appeal - Keep it flying for Northland

A high-profile advertising campaign gets underway this week to promote the 2004 Electricity Rescue Helicopter Appeal.

Official Sponsors Top Energy and Northpower have jointly promoted the Appeal throughout the Northland region every year, since 1992.

Under the general theme, 'Keep it flying for Northland', this year's campaign includes official Appeal envelopes delivered to Mid and Far North household letterboxes, as well as supporting radio, newspaper and poster advertising.

The 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. This includes such things as pilot's wages, insurance, interest on loans and flight crew training. And because joint sponsors Top Energy and Northpower pay all costs associated with the campaign, 100% of all money raised will go to the Electricity Helicopter.

Said Roger de Bray, Top Energy Chief Executive, "The Electricity Rescue Helicopter provides a vital community service. And since many of our people live in more remote parts of the region and our health services are shrinking, it deserves our continued support."

Donations can be made by cheque or credit card, using the Official Appeal Envelope, or by visiting any Northland ASB Bank.

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