



JOINT PRESS RELEASE

Top Energy and Northpower

Date: Monday 18th September

Subject: The 2006 Electricity Rescue Helicopter Appeal is on...

Northpower and Top Energy the two Northland electricity lines companies, announced the start of the 2006 Electricity Rescue Helicopter Appeal, today.

NEST Chairman John Bain said that Northpower and Top Energy had supported the Electricity Rescue Helicopter since the service began, but over time costs associated with Northland's independent helicopter service had more than quadrupled.

As has been the case for many years, the sponsors will meet the cost of a high-profile advertising campaign, so that 100% of all money raised by the public goes to supporting the service. But in addition to sponsoring the campaign this year, the two companies will match public donations dollar for dollar, up to \$150,000.

"In response to the increased costs of running our service Northpower and Top Energy have stepped up to the challenge and will match the public's donations dollar for dollar", Bain said.

The annual appeal starts this week and will end on Thursday 30 November, giving Northlanders three months to raise more funds than ever before.

Northpower's Marketing Manager Darren Mason said Northlander's are always willing to give money towards the appeal and this year there was even more reason to donate – because Northpower and Top Energy would match it!

"Northland has retained its extremely effective air rescue service backed up by the support of the community, and we will continue to facilitate this", Mason said.

"Also, when people donate more than \$20 they could win one of two \$1,000 credits on their power account. By donating \$5 or more there is also the possibility of winning one of 30 rides in the Electricity Rescue Helicopter", he added.

People can complete and freepost return the official donation form, which is being delivered to Northland homes starting next week, or they can visit any ASB branch with their donation.

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Steve James, Top Energy General Manager Corporate Services said Northlanders should take pride in knowing they are responsible for saving peoples lives through their generous contributions toward the Electricity Rescue Helicopter.

"Isolation is certainly an issue for us here in the Far North. Without this service I wouldn't like to think what might happen. There have been so many times when the only difference between life and death has been Electricity Rescue Helicopter and it's great to see that people continue to support it", James said.

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