

Brands unite with News Corp Australia to raise more than \$1m for bushfire affected communities

Monday 20 January 2020

Businesses large and small will show their support for bushfire affected communities this week in special editions of News Corp Australia's metro newspapers.

Tomorrow's special editions of the *Herald Sun*, *The Daily Telegraph*, *The Advertiser* and *The Courier-Mail* will raise more than \$1 million for the bushfire recovery efforts. Wednesday's edition of Australia's leading rural news publication *The Weekly Times* will also publish a tribute edition to raise further funds for fire relief.

Sales and advertising proceeds from the special editions will go directly towards the relief efforts. Together with other contributions announced previously, News Corp and its leaders are providing more than \$10 million towards the vital relief and rebuilding work.

News Corp Australasia executive chairman Michael Miller said: "Like all Australians, our hearts go out to the families, young and old, mums and dads, grandparents and children who have been affected - in some cases losing loved ones and homes.

"I'd like to thank the many businesses and partners who are supporting these special editions. The proceeds of their advertising will go towards the relief efforts.

"This money will be directed to where it is needed most - the long-term revival of impacted communities, benefitting local firefighters and provision of emergency services. News Corp will champion the recovery efforts of these communities."

The special editions form part of a week-long series dedicated to recognising the

selfless spirit ordinary Australians have displayed during the fire crisis.

Advertisers supporting the bushfire fundraising special edition (listed alphabetically) include; Adelaide Pressed Metal, Amaysim, AMP, Aussie Home Loans, Australia Post, Australian Bankers Association, Australian Football League, Bank of Queensland, Bank SA, BetEasy, Coles, Commonwealth Bank of Australia, Distinctive Homes, Fairmont Homes, Foodland Supermarket SA, Foxtel, Grand Prix Mazda & Hyundai Caboolture, Greyhound Racing NSW, Harvey Norman, Heart Foundation, Helloworld, Hickinbotham Group, Hipages, Holiday Wonders, Homestar Finance, IGA, IPO Wealth, Kangaroo Island Sealink, Kayo, La Trobe Financial, Lifestyle SA, Longridge, Maurice Blackburn, Mezy Home Loans, National Australia Bank, Network Ten, NSW Minerals Council, Optus, Origin Energy, People's Choice Credit Union, Phil Hoffmann Travel, Qantas, Rivergum Homes, SA Cricket, Sharpe ERS, St John Ambulance Australia SA, Statewide Superannuation Trust, Sterling Homes, Suncorp Group, Sydney Cricket & Sports Ground Trust, Tatts Group, Telstra, TPG, Travel Directors, Viking River Cruise, Westpac, Woolworths.