



Aberfeldy

MEDIA RELEASE

FOR IMMEDIATE PUBLICATION

TASSIE EGG LOVERS BUYING UP BIG FOR THE MCGRATH FOUNDATION

Tasmanian egg lovers are increasing their support for the McGrath Foundation Pure Foods Eggs fundraising campaign.

Since the specially marked pink cartons of cage free Aberfeldy eggs hit the shelves in Woolworths Supermarkets three months ago, Tasmanian egg lovers have purchased almost 12,000 dozen pink cartons of cage free Aberfeldy eggs.

Pure Foods Eggs will now donate \$2380 for the quarter and since the pink launch, the company has donated a total of \$3420 to the McGrath Foundation.

Pure Foods Eggs Managing Director, Danny Jones say he's impressed with the increasing amount of support the initiative is receiving across Tasmania.

He said "I want to congratulate the community for getting behind this great cause, it's helping to make a difference and I want to encourage the public to continue to buy the specially labelled cartons of eggs."

Under the fundraising initiative, Tasmania's largest Egg Producer, Pure Foods Eggs is donating 20 cents from every pink carton of the specially labelled Aberfeldy Tasmanian produced cage free eggs to the McGrath Foundation.

Jones said "Breast cancer is a disease that affects so many in the community and we hope that under this fundraising initiative, we can assist the McGrath Foundation in their great work in providing help and support for people with breast cancer and their families".

He added "Breast cancer affects one in nine Australian women and it can affect anyone, so we need to keep raising valuable funds to help make a difference."

The McGrath Foundation raises money to place McGrath Breast Care Nurses in communities' right across Australia, including Tasmania, to support women diagnosed with breast cancer and their families, whilst also educating young women to become breast aware.



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The Tasmanian Produced Aberfeldy Cage Free Pink eggs are available at all Woolworth's supermarkets throughout Tasmania.

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