



Aberfeldy

MEDIA RELEASE

FOR IMMEDIATE PUBLICATION

TASMANIAN EGG LOVERS RALLY BEHIND MCGRATH FOUNDATION

The recently launched McGrath Foundation-Pure Foods Eggs fundraising partnership in Tasmania is off to a flying start.

Since the specially marked pink cartons of cage free Aberfeldy eggs hit the shelves in Woolworths Supermarkets, more than 5,000 dozen have been sold, raising more than \$1,000 for the McGrath Foundation, in just eight weeks.

Pure Foods Eggs Managing Director, Danny Jones says he's delighted that the Tasmanian community has gotten behind the initiative, where 20 cents from every carton of the specially labelled eggs is donated to the McGrath Foundation.

Jones said "Breast cancer is a disease that affects so many in the community and we hope that with our financial commitment, it will help the McGrath Foundation continue their great work by providing help and support for people with breast cancer and their families."

He added "Breast cancer currently 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.

Jones said "I continue to encourage Tasmanian's to support this fundraiser and buy pink when you need eggs, that way we know we will continue to raise funds to help breast cancer sufferers and their families."

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

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