

MEDIA ALERT

PREMIER LARA GIDDINGS LAUNCHES COLONY 47'S FUNDRAISING INITIATIVE



The image is a promotional poster for the Colony 47 \$2 for Change fundraising initiative. It features a green background with a photograph of hands counting money in a box, overlaid with a blue circle containing the text '\$2 FOR CHANGE'. To the right of the image, the text reads: 'COLONY 47 IS PROUD TO INVITE YOU TO JOIN US AS Lara Giddings Premier of Tasmania LAUNCHES \$2 FOR CHANGE A NEW FUNDRAISING INITIATIVE FOR COLONY 47 18 OCTOBER 2011 1:15PM @ THE BATTERY POINT STEAKHOUSE HAMDEN ROAD, BATTERY POINT Please RSVP to Bronwyn on 6222 1518 or bronwynly@colony47.com.au'. At the bottom, a dark banner contains the text: 'This is an ANTI POVERTY WEEK 2011 event - Poverty and severe hardship affect more than a million Australians.'

On 18 October 2011 the Premier Lara Giddings will be launching Colony 47's \$2 for Change fundraising initiative at the Battery Point Steakhouse from 1:15pm.

Colony 47 has been working in the Tasmanian community for almost 40 years providing much needed services for the marginalised and disadvantaged. Our major challenge is to ensure our services are sustainable and the community can assist us to do this. The initiative evolved because of the drive of many restaurants to find ways to support their local community and this fits well with Colony 47's mission of social inclusion.

We believe many more restaurants will follow this and we will welcome their involvement.

General Manager of the THA Steve Old said "The Tasmanian Hospitality Association (THA) through our members are excited to be in partnership with Colony 47 on such a worthwhile initiative"

"Our association and members are major contributors and supporters of many worthwhile community projects and initiatives in Tasmania and we are always seeking further opportunities to strengthen our work where possible" Mr Old said

"We are excited to work with Colony 47 on this project and we hope it is the start of a long-term relationship between the two organisations. The THA through our members is happy to assist Colony 47 in the great work that they do throughout Tasmania" Mr Old said

The owners of Ethos Eat Drink and the Battery Point Steak house have not only taken on the initiative but are also providing the venue for the launch. Chloe Proud said, "We had been looking for a way to contribute to the community and this is a perfect fit for our business and we are extremely happy to be involved. We source ethical commodities, utilise low consumption and emission equipment, biodynamic vegetables and hand-reared and caught meat and fish. Through supporting Colony 47's initiative we are now contributing to improving the lives of others in our community."

For more information or to become involved please contact Therese Taylor on 0419 302 777.