



Media Release

25 March 2015

Dick Smith to launch The Salvation Army Red Shield Appeal in Sydney

Media are invited to attend

The Salvation Army Red Shield Appeal Sydney Business Launch

Wednesday, 25 March 2015 (TODAY), 12pm – 2pm

The Westin, 1 Martin Place, Sydney

The Salvation Army will today launch its annual Red Shield Appeal in Sydney, with a national fundraising target of \$74 million. The Salvation Army will again look to the Australian public and business community for support.

Master of Ceremonies of the Red Shield Appeal Sydney Business Launch will be prominent television presenter, Georgie Gardener, with Australian entrepreneur, Dick Smith AO, as the keynote speaker.

Mr Smith says he, and his wife Pip, are proud to have supported The Salvation Army over the years and he is grateful for the opportunity to deliver the keynote speech at this year's Red Shield Appeal Sydney Business Launch.

"When I was born in Australia I won the '*lottery of life*' and for most of my adult life I have believed it is the duty of those who are wealthy to share that wealth with those whose circumstances fall short of what fair-minded people would consider acceptable," Mr Smith said. "Now spanning 150 years, the work of The Salvation Army has changed the lives of people in need around the world in real and meaningful ways and I am proud to support this fine organisation."

The Sydney Business Launch is one of the key national events of the annual Red Shield Appeal, culminating with the doorknock weekend which will take place on **30 – 31 May**. JLL Australia is again proudly partnering with The Salvation Army as the major national sponsor of this year's launch event.

CEO for JLL Australia, Stephen Conry, says he is proud of the relationship JLL has built over the years with The Salvation Army and is proud to be supporting today's launch event in Sydney.

"JLL is inspired by the The Salvation Army and its commitment to working with the most marginalised and disadvantaged people in our communities." Mr Conry said. "We are very pleased to again support The Red Shield Appeal Launch event both here in Sydney and around Australia."

Other prominent Australians will also be present at the event, including:

- Professor the Hon Dame Marie Bashir AD CVO, Red Shield Appeal Patron for NSW;
- The Hon Mike Baird MP, Premier of NSW;
- The Hon Gabrielle Upton MP, NSW Minister for Family and Community Services;
- NSW Police Commissioner Andrew Scipione APM; and
- Mr Frank O'Halloran AM, Chair, City of Sydney Red Shield Appeal.

- MORE -

Salvation Army Spokesperson, Major Bruce Harmer, is encouraging the Australian public and business community to dig deep for this year's Red Shield Appeal and assist The Salvation Army to provide hope where it is needed most.

"For many individuals and families, hard times can be simply one pay cheque away," Major Harmer said. "It is only through the generosity of the Australian public, business community and government The Salvation Army is able to continue to provide the services so desperately needed by disadvantaged Australians."

To volunteer call 13 SALVOS (13 72 58) or register online at salvos.org.au/volunteer.

You can donate to the Red Shield Appeal by calling **13 SALVOS** (13 72 58), online at **salvos.org.au**, in person at any **Westpac** branch or by posting your cheque to **PO Box 9888 in your capital city**.

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For more information or media comment please contact:

The Salvation Army Media Office – (02) 9266 9820