

media release

For Immediate Release



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LOCAL BUSINESS OWNERS LAUNCH “BUSH FIRE SANTA APPEAL”

Toy Drive For Children Affected by Australia’s Worst Natural Disaster

(Melbourne, 11 February 2009) Tomodachi Japanese restaurant and Accent Graphic Design today announced the launch of the *Bush Fire Santa Appeal* to assist Victorian children and families affected by Australia’s worst natural disaster.

The initiative, created by local business owners Andrew Kilroy from Tomodachi and Glenn Newey from Accent Graphic Design, will provide donated toys to area communities for children who have lost their belongings in the savage fires. “Some of the most emotional images of this tragedy were seeing children in tears,” said Mr. Kilroy. “The little things that meant so much are gone. As a small comfort to this terrible situation, we would like to provide replacement toys to children who have suffered so much.”

Mr. Kilroy and Mr. Newey are asking all Australians to please donate any toys new or used and in clean working order. Immediate target areas for the *Bush Fire Santa Appeal* will see toy distribution delivered by Santa across Kinglake, Marysville and Gippsland this coming weekend. Ongoing donations will be delivered to other affected areas across the state.

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Toy donation drop-off points currently include:

Tomodachi at Melbourne Central Ph: 9663 1940
Melbourne Central Shopping Central, Level 3, Cnr. Swanston & Latrobe Sts.

Happy Sumo Sushi Bar Ballarat Ph: 5331 5810
Central Square Shopping Centre, Food Court, 18 Armstrong St

Happy Sumo Sushi Bar Wendouree Ph: 5339 1737
Stockland Shopping Centre, Food Court, Cnr. Gillies & Norman Sts.

Accent Graphic Design Ph: 9874 7844
592 Canterbury Rd, Vermont

Mr. Pizza Ph: 5148 3412
8b Temple St, Hayfield Victoria

“Several businesses are donating a percentage of profits or takings to the fire relief, however the money does not always get directly to the victims,” Mr. Kilroy stated. “We simply want to help make an awful situation a little more bearable and feel this program is a great way to soothe some pain in the face of adversity, I have two gorgeous young boys and it brings a tear to my eye thinking of them being in this horrible situation.”

Mr. Kilroy and Mr. Newey are asking all community members and local business owners for their immediate support so that toys can start being delivered by Santa this weekend. For more information on this appeal, contact Andrew Kilroy on 0407548686 or visit bushfiresanta.com.au.

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