



MEDIA RELEASE

The sweet taste of giving back - Winery to help local volunteers

15 January 2010. Bimbadgen Estate has announced today it will be holding a Vintage Charity Ball on Saturday 13 March this year to raise funds to local St John Ambulance volunteers. The event, which is intended to be held annually, will support the support the work of either a local or state based charities.

The inaugural event's recipient charity will be the Cessnock Division of St John (NSW) and the goal is to raise \$60,000 to purchase a patient retrieval vehicle.

"The idea of a charity ball started after talking to the St John volunteers at our last *A Day on the Green* concert", said Bimbadgen General Manager Rebecca Poynter.

"Once we became aware of the extra time volunteers spent picking up a much needed loan vehicle, it seemed obvious to get behind them and do whatever we could to assist in the purchase of their own patient retrieval vehicle."

"This purchase will benefit not only Bimbadgen Estate at our 5 annual concerts, but also the rest of the community and other local businesses who organise events", added Poynter.

Local St John volunteers provide first aid in Cessnock and surrounding areas, attending festival concerts, local Rugby matches and other sporting events. In 2009, St John volunteers in Cessnock gave 2,500 hours while attending over 70 events and treating close to 300 people.

The ball will coincide with this year's vintage, and will be held in a marquee on the grounds of Bimbadgen Estate.

David Corrie, Cessnock Divisional Superintendent, welcomed the idea.

"This vehicle will assist our division in providing the highest possible first aid services to the community at the events we attend", he said.

In addition to proceeds from ticket sales, funds will be raised at a charity auction on the night.

The event is supported by Pages Event Equipment, which has generously donated the use of a marquee and all its fittings as a major sponsor to the event. Further details will be announced shortly regarding a list of supporting identities, attending sports people and entertainment for the evening, with tickets going on sale at the end of January.

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For further information please contact:

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