



MEDIA RELEASE

First cherries of the season will go under the hammer for charity

After 2 years of disruptions due to Covid-19, Sydney Markets Foundation will hold its 41st annual Cherry Auction on Saturday 19th November, in support of Sydney Children's Hospitals Foundation. For the first time, the Cherry Auction will be held at a Sydney Markets Foundation Charity Gala Dinner.

The charity gala dinner is being hosted at the beautiful Hyde Park Ballroom at Doltone House. With a theme of 'A touch of Gatsby', the event promises to be a very special evening bringing together the wider fresh produce community to celebrate and support the important work that the Sydney Markets Foundation does for the community, and of course the highly anticipated live cherry auction.

Over the last 41 years, the Sydney Market's Cherry Auction has raised more than \$1 million for Australian charities. This year the auction will be raising vital funds for Sydney Children's Hospitals Foundation in support of oncology clinical trials at The Children's Hospital at Westmead and Sydney Children's Hospital, Randwick.

Lisa Woolf-Jones, Head of Corporate Engagement at Sydney Children's Hospitals Foundation said, we are honoured the Sydney Markets Foundation has chosen us as the charity partner of this year's Cherry Auction. For every \$2500 raised, it allows one child to be enrolled in a clinical trial.

"By supporting clinical trials, we are helping clinicians and researchers get closer to finding a cure for childhood cancer and giving another treatment option to a child and their family. Every bit of support helps get closer to a world where every child is free of cancer. A world where kids can just be kids," said Lisa Woolf-Jones, Head of Corporate Engagement at Sydney Children's Hospitals Foundation.

Meegan George from the Sydney Markets Foundation said, the Cherry Auction has been a highly anticipated event on the Sydney Markets calendar for over four decades.

"Whilst we still managed to raise over \$20,000 for our charity partner last year, Covid-19 restrictions has meant we haven't had a live Cherry Auction since 2019 and we're so excited to be back," said Meegan.

"For the first time, we're hosting the auction at a charity gala dinner, which will bring together the fresh produce industry and corporate donors, to raise as much money as possible for the Sydney Children's Hospitals Foundation. It will be a great evening and the perfect way to welcome the start of the stone fruit season, whilst raising funds for a very worthy cause."

The 41st Sydney Markets Cherry Auction details:

When: Saturday 19 November 2022

Where: Hyde Park Ballroom, Doltone House, Sydney.

Time: 7:00pm – 11:30pm



Organisations wishing to attend the 41st Sydney Markets Cherry Auction can purchase tickets via: <https://cis.eventsair.com/freshmark>. Members of the public wishing to support the Cherry Auction and donate to the Sydney Children's Hospitals Foundation can do so via: <https://www.schf.org.au/fundraisers/SydneyMarketsFoundation>.

About the Sydney Markets Cherry Auction:

Traditionally signifying the beginning of the stone fruit season, the Sydney Markets Cherry Auction was established in 1980 by Stan Hunt, a well-respected wholesaler trading at Sydney Markets. Since its inception, the Cherry Auction has raised approximately \$1 million for a number of worthy Australian charities.

About Sydney Markets Foundation:

The Sydney Markets Foundation (SMF) is a not-for-profit charitable organisation that aims to assist those businesses that are part of the fresh produce supply chain during times of crisis. Its charitable activities have provided funding to help communities through drought, floods, and bushfires and lend a helping hand to people associated with Sydney Markets and the industry who are doing it tough.

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