



MEDIA RELEASE

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HUNTER WATER PARTNERS WITH LOCAL CHARITIES

Hunter Water will partner with three local charities, using the 750,000 water bills it sends out annually to promote the contribution each charity is making to the Hunter.

The Cancer Council, Westpac Rescue Helicopter Service and Lifeline will each have their logo and fundraising information included on Hunter Water's bills, emails and customer newsletter for four months. Hunter Water employees selected each charity in December last year.

Hunter Water Interim CEO Jeremy Bath said the new Charity Partnership Program was about targeting worthy causes that were meaningful to its employees.

"Hunter Water has always supported local charities however 2016 marks a significant expansion in our support.

"There are countless worthy charities throughout the Hunter, which makes selecting just three, a very difficult decision. By allowing our employees to make that decision means Hunter Water is collaborating with charities that are close to our workers' hearts.

"Hunter Water sends a bill and newsletter to a quarter of a million homes at least three times per year, giving us an incredible platform to promote these charities and hopefully boost involvement in their activities.

"For many Hunter Water customers, our bill is placed on the family fridge for a few days or weeks so they don't forget to pay it when due. This means these charities will be not only be prominently placed in people's homes, but at no cost will be able to promote their existence and community work to the entire region.

"Beyond promoting our charity partners on bills, emails and newsletters, Hunter Water will also hold fundraising events for each charity.

"At the end of this year Hunter Water will again ask its employees to nominate three new charities to support in 2017, ensuring our assistance is spread across a variety of worthy local causes," he said.

Cancer Council NSW Hunter and Central Coast is the first charity to receive support from Hunter Water in 2016 and Regional Manager Shayne Connell said the assistance would be invaluable.

"It's a unique opportunity to have your message sent out to a quarter of a million homes and something Hunter Water has offered us out of the blue.

"We're honoured to have been selected by Hunter Water employees as a charity to support and it's great to know their staff recognise and appreciate the work we do in their community," he said.

The Cancer Council is currently taking registrations for the Loop the Lake Charity bicycle ride on 13 March 2016 and Australia's Biggest Morning Tea on 26 May 2016.

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