

ASKO'S NATIONAL CARES CAMPAIGN OFF TO A HEARTWARMING START IN SA

ASKO's Cares Campaign, a national campaign supporting sick children across the country, began successfully in Adelaide on May 30.



From left to right; Sandy Davis (Executive Manager - Philanthropy), James Vogdanos (ASKO National Marketing Manager), Teresa Whitehorn (WCHF Business Development Manager), Jo Pugliese (Play Therapist), and Stephen Parks (ASKO SA State Manager). The cheque presentation at the Women's and Children's Hospital was the first of five state presentations to be rolled out over a five month period, with each partner hospital receiving 600 ÖSKA bears and \$10,000 in cash.

During the presentation, WCH Play Therapist, Jo Pugliese, spoke of the children's delight at their gift from ASKO."I have seen some ÖSKA bears with bandages around their arms and others wrapped tightly in blankets. So this gift from ASKO has been very effective as has provided some welcome relief to the children."

The \$10,000 donation from ASKO is expected to be put towards the current hospital renovations, which are set to be completed by the end of the year.

ASKO's National Marketing Manager, James Vogdanos, travelled to Adelaide for the cheque presentation and spoke of the wonderful response from both the children and the hospital. "Based on my experience in Adelaide I am confident that we are going to be brightening the faces of thousands of children across the country," said James.

Further information about the ASKO Cares Campaign can be viewed at www.asko.com.au/askocares.

About the ASKO Cares Campaign and ASKO

To celebrate the launch of the Activedrum™ washing machines in the Australian market, ASKO launched its Cares Campaign, a national campaign supporting sick children across the country. Over five months, 3000 ÖSKA teddy bears and \$50,000 are being distributed to five partner children's hospitals.

It was the ActiveDrumTM range's caring and gentle nature that inspired the Cares Campaign and ASKO is delighted to be able to help the partner hospitals in their endeavour to brighten the lives of sick children.

For more than 60 years, ASKO products have been helping people around the world to cook, clean and care for their families and the environment, and this campaign is another example of the way the leading Scandinavian kitchen and laundry appliance company cares for the things that are most precious in life.

Further information about ASKO can be viewed at www.asko.com.au





Media enquiries can be directed to:

Emily Ryan | Trout Creative Thinking (03) 9288 9300 | emily@trout.com.au