



## Franchises get behind bushfire appeal

Franchised businesses continue to show support for the victims of Australia's worst natural disaster with substantial pledges to the appeal. The network of independent grocers, IGA, is to donate food vouchers to the value of \$1.5 million to the victims of the bushfire disaster in Victoria. The Salvation Army will distribute most of the vouchers provided by the 1270 IGA stores through the network's Community Chest program.



Gary Diamond, Pets Paradise

IGA national chairman Michael Daly explained "Because our Community Chest maintains an emergency relief fund we can immediately begin to help those impacted by the fires but the vouchers will continue to be of use for many weeks and months to come."

Convenience retailer 7-Eleven has pledged \$100,000 to the Red Cross Victorian Bushfire Appeal. Warren Wilmot, CEO, said the company had a responsibility to give back to the communities in which it operates.

"Victoria is essentially 7-Eleven heartland and as part of local communities across the state we feel it's important for us to try and assist. Everyone from head office to our franchisees has been moved by the tragedy of the bushfires and the courage of the community groups and volunteers who are working so hard to assist at this time. In addition we will be encouraging our staff and franchisees to make a personal donation directly to the Red Cross Victorian Bushfire Fund."

A portion of the Valentine's Day sales of more than 1000 Donut King, Brumby's Bakery, Michel's Patisserie and bb's cafe outlets across Australia will be donated to the Australian Red Cross Victorian Bushfire Appeal. The four retail brands which are owned by Retail Food Group (RFG) hope to raise more than \$100,000 for the appeal, including a donation from RFG. At the group's annual conference on the Gold Coast suppliers also auctioned off goods to raise money for the appeal.

Stores in the Pets Paradise, Pet Goods Direct Superstore and Pets 'R' Fun franchise network have launched an appeal aimed at getting essential food, medicine and bedding to animals affected by the bushfires. Pets Paradise company director Gary Diamond said customers will be able to purchase goods in store that will be collected and sent to communities in need over the coming weeks.

Three mobile coffee Cafe2U franchisees, Tom Morgan in Bendigo, Michael and Samantha Carne of the Port Melbourne territory, and new franchisee Jill Bilston, operating for just a week, turned up at local shelters and meeting points to provide coffee. Morgan plans to also donate a day's sales to the relief effort.

The franchisees contributed cups, milk and sugar and Cafe2U head office supplied the coffee beans.

Leisure franchise group Jumping J-Jays is offering free jumping castle hires to any church or community groups across the country raising money to help support families affected by the bushfire disaster in Victoria. General manager Dave Beattie said "We as a group are happy to offer our equipment and staff free of charge to any group or person running a fund raising event for the victims and families of the disaster anywhere in the country that is serviced by one of our franchisees."