

MEDIA RELEASE



Kids with Cancer Foundation
Australia



Lynton Tapp to promote Kids with Cancer Foundation's Post a Roast fundraiser at South Melbourne Market

Thursday, 26 November 2020

The Australian Meat Industry Council have partnered with the Kids with Cancer Foundation to promote **"Post a Roast"**, during November and December, an opportunity to raise money for families across Australia who have a child from new born to 12 years old that has been diagnosed with cancer.

Each year over 700 children are diagnosed with cancer and begin a journey that will challenge their family emotionally, physically, and financially. Often one or both parents give up work to attend all doctor and specialist appointments, tests, and treatment. Many families cannot continue to get by daily with the loss of their reliable income. To help relieve this stress, Kids with Cancer Foundation helps families by providing financial assistance to pay the bills and help with daily living expenses that they can no longer afford themselves.

Join Masterchef Star Lynton Tapp and get roasting for a worthy cause this festive season. Together we can make a big change for sick kids and their families doing it tough this Christmas just by registering your fundraiser and cooking a roast meal for yourself or your family and friends.

Lynton Tapp will be at the South Melbourne Market Food Hall this Friday 27 November from 10.00am with independent local butchers Kirkpatrick's Meats and Hagens Organics.

The humble roast is not so humble anymore with many varieties on offer and when it comes to quality, range and advice, customers loyal and new are relying more and more on their independent local butcher.

"In recent times there has been a shift back to personalised family-oriented customer service at a local level," said AMIC CEO Patrick Hutchinson.

"Butchers traditionally know their customers, and local families know their neighbourhood butchers by name, and with the recent pandemic and lockdown restrictions, particularly in Victoria, independent local butchers were recognised as an essential service. As such there has been a positive shift in consumer's shopping local and looking to their independent local butcher for service, quality, and advice."

Look for the AMIC Member shield on the window of your independent local butcher and this festive season, "Love Your Local Butcher" and visit www.postaroast.org.au for more information on how to become involved and raise some much needed funds for sick kids.

ENDS

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