



# Media Release

4 May 2017

## Brad Banducci to launch The Salvation Army's Red Shield Appeal in Sydney

**Media are invited to attend:**  
**The Salvation Army's Red Shield Appeal Sydney Business Launch**  
Thursday, 4 May 2017 (TODAY) 12:15pm-2pm  
The Westin Hotel, 1 Martin Place, Sydney, NSW, 2000

Today, Woolworths CEO Brad Banducci will give the keynote address at The Salvation Army's Red Shield Appeal business launch at The Westin Hotel in Sydney.

Accompanied by journalist and television presenter **Georgie Gardner**, who will serve as the master of ceremonies, the event promises to attract a record attendance from the business community.

The Salvation Army is aiming to raise \$73 million nationally for this year's appeal.

Other special guests at the event will include:

- The Hon Professor Dame **Marie Bashir** AD CVO (former Governor of NSW)
- Singer **Silvie Paladino** (who is performing at the event)
- Mr **Frank O'Halloran** AM (Chair, City of Sydney Red Shield Appeal)

The Sydney business launch is one of the key events on The Salvation Army Red Shield Appeal calendar, culminating with the Doorknock Appeal, which will take place on 27-28 May.

Local sponsor Steadfast, Australia's largest insurance broking network, and Jones Lang LaSalle (JLL), a global real estate service specialising in commercial property and investment management, are once again supporting the event. JLL is partnering with The Salvation Army as the principal sponsor for Red Shield Appeal launch events around Australia.

The Salvation Army's Communications and Fundraising Director, Leigh Cleave, says the Salvos would not be able to deliver its vast network of social services without the support of the Sydney business community.

"Each year the Sydney business community goes above and beyond by giving generously to the Red Shield Appeal," Mrs Cleave says. "It goes without saying that their support plays such a crucial role in helping us provide a hand up for the most vulnerable and marginalised people in our community."

CEO of JLL Australia, Stephen Conry, says he is proud of the relationship JLL has built over the years with The Salvation Army and is pleased to be supporting today's launch event in Sydney.

"JLL is pleased to support the Red Shield Appeal across Australia and encourages Corporate Australia to help in any way possible the vital endeavours of The Salvation Army. We thank The Salvos team for the very real outcomes delivered from the selfless dedication to their vocation," Mr Conry said.

The Salvation Army has a wide network of social services to help those in need. These services include emergency housing for people in crisis, financial counselling, drug and alcohol rehabilitation, as well as a host of social programs.

Mrs Cleave says in order for The Salvation Army to meet the growing demand on its services the community's support is needed now more than ever.

"The Salvation Army is under increasing pressure to meet the need in the community, but your support will ensure we can continue to support people through their darkest times and give hope where it's needed most," she says.

**To volunteer for the Red Shield Doorknock register online at [salvos.org/volunteer](https://salvos.org/volunteer)**

You can **donate** to the Red Shield Appeal by calling 13 SALVOS (13 72 58), online at [salvos.org.au](https://salvos.org.au), in person at any Westpac branch or by posting a cheque to PO Box 9888 in your capital city.

**ENDS**

**For more information or media comment please contact**

The Salvation Army Media Department – (02) 9466 3143