



Media Release

December 8, 2011

WIN TV joins the fight against fruit fly

WIN Television, Australia's largest regional television network, has joined the fight against fruit fly.

WIN has begun televising a community service announcement featuring celebrity chef and restaurateur Stefano de Pieri for a period of three months.

"We are very excited to join this important campaign, which aims to protect vital fruit and vegetable industries in many of the regions in which WIN operates," said Lyn Johnson, WIN's Riverland/Mildura Region Manager.

"The CSA will be shown on all WIN SA regional stations, and on selected stations in regional Victoria and New South Wales.

"And through WIN's association with Channel 9, Stefano's important message will also be delivered to television audiences in Adelaide.

"We are proud to be able to assist in this campaign to raise awareness and help prevent fruit fly outbreaks in our regions."

Tri State Fruit Fly Committee chairman Andrew Green said WIN's commitment to the fruit fly campaign was a significant achievement.

"We're absolutely delighted that WIN has generously donated air time and resources to our campaign," Mr Green said.

"WIN has always been a great supporter of regional communities, and I can think of no better example of this support than helping to protect the fruit and vegetable industries upon which many of our regional communities rely.

"The CSA campaign kicks off at the start of the summer months, which with warmer weather and increased travel, is a period of heightened danger for our fruit production regions in the Fruit Fly Exclusion Zone."

The CSA features Stefano warning travellers about the dangers of bringing fruit into quarantined regional areas, and reminds people to follow the restrictions and avoid heavy fines.

"Stefano asks people how they would really feel if they were responsible for putting a community out of business," Mr Green said. "Because it only takes one fruit fly to potentially destroy the livelihood of a community.

“With WIN’s assistance, our message will reach many audiences. It’s a very simple message: when you travel to quarantine areas, don’t bring fruit with you, avoid a heavy fine and help protect our regional communities.”

ENDS

For more information please contact Andrew Green on 0418 804 368.