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MEDIA RELEASE – CHERRIES WIN A THOUSAND COMPETITION: TASMANIAN WINNER!!!!

Fruit Growers Tasmania is delighted to announce that the 2nd winner in the national “Cherries Win a Thousand” competition is from Tasmania. Natasha Andrews, from Taroona, has won the weekly \$1000 cash prize by simply buying 250gr of fresh cherries and entering the competition on the “Love Summer Love Cherries” website.

Mrs Andrews was delighted with the win saying that her Christmas shopping would be made easier and there would be now be “presents for everyone in the family, not just the children”.

“I actually think it is a fantastic competition as normally these competitions are only for chips and chocolates. It is great to think that we bought some healthy treats and have been rewarded for it” said Mrs Andrews. And in fact cherries are a great healthy option when looking for that special treat. With only 250 kilojoules (60 Calories) in one cup (100gr) of cherries then they truly are a great tasting, guilt-free indulgence.

The “Cherries Win a Thousand” competition started three weeks ago and will run until the end of January and is an initiative of Cherry Growers Australia. CGA Marketing & Promotions Committee Chair, Lucy Gregg, said that the competition is eligible to all consumers who purchase 250gr of fresh cherries. “Consumers just need to keep their original purchase docket and enter on line at www.lovesummerlovecherries.com.au”, she said. “Cherries are a great tasting and healthy snack over summer and should be seen as regular treat and an alternative option to chocolate bars and chips”.

To fully maximise your summer cherry experience try adding fresh cherries to your fruit salads and cheese platters, take a bag of cherries with you on the your next trip in the car and a bowl of cherries should be an essential ingredient to any picnic or BBQ. Ms Gregg also encouraged Tasmanians to grab a copy of the Tasmanian Fruits Farm Gate Guide and

visit some of the local fruit growers in the state to buy their fresh fruit direct from the farm gate.

The Tasmanian cherry season is just starting with some of the earlier varieties beginning to make an appearance on the shelves in local supermarkets and greengrocers. The cooler weather the state experienced over Spring has meant that the harvest is about 7-10 days late in many cherry growing districts. The Tasmanian cherry crop is looking good for this season but some dry weather would be greatly appreciated by fruit growers across the state.

And Mrs Andrews will be back at her local store in the next few days to buy her next bag of cherries knowing that every 250 gr purchase will make her eligible to enter the 'Cherries Win a Thousand' competition: "Cherries are a great snack but made even better if you can win \$1000!". The competition offers \$100 cash prize each day and each week a \$1000 cash prize is drawn.

Visit www.lovesummerlovecherries.com.au for further information on the "Cherries win a Thousand" competition.

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