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Monday, 13 August 2018

**ABC raises more than $1.2 million for NSW farmers**

The ABC’s drought appeal, in partnership with Red Cross and other charities, has raised more than $1.24 million for NSW farmers.

The charities began receiving donations from ABC audiences when the appeal kicked off early on Friday morning, 10 August.   ABC Radio Sydney, ABC Radio Canberra, regional ABC stations together with ABC NEWS ran special drought-related programming across the day crossing to ABC journalists in every part of the state.

Director of ABC Regional & Local, Michael Mason, said today’s tally showed how generous Australians were in times of need.  “We launched the appeal in direct response to listeners’ requests to help the farmers,” Mr Mason said. “We were hoping to raise at least half a million dollars on the day of the appeal, but the level of support shown by our listeners has been overwhelming and I’d like to thank them for the enormous generosity.”

Judy Slatyer, CEO, Australian Red Cross, said: “I’d like to extend an enormous thank you to everyone at the ABC, for the hugely successful ABC Red Cross Appeal over the past three days, promoted across all channels, raising more than $1.2 million to support Australian farmers as they cope with this terrible drought. Many donors have told us moving stories, reinforcing the strong connection between Australians living in urban areas and farmers working on the land.”

The appeal will remain open until the end of August.  Donations can be made by calling 1800 RED CROSS or through abc.net.au/drought.

*For more information:*

*John Woodward*

*Communications Lead, ABC Regional & Local.*

*(02) 8333 2621; woodward.john@abc.net.au*