



MEDIA RELEASE

For immediate release 8 February 2010

\$5000 donated to buy whitegoods: Kleenheat and the Salvation Army support the Toodyay Bush Fire Appeal

Last Friday saw Kleenheat continue its ongoing partnership with the Salvation Army, when the company presented a \$5000 cheque to the Toodyay Bush Fire Appeal - long term relief fund.

The donation will assist in the replacement of whitegoods such as fridges and washing machines for those left uninsured or underinsured when bushfires completely destroyed 37 homes and left many more badly damaged just outside the rural wheat belt town.

With the damages bill estimated at \$100 million, Kleenheat's Territory manager for the area David Hall said the town needed as much support and assistance as possible.

Mr Hall said: "We've seen this area hit hard, so it's important to do what we can to help get these people's lives back to what it was. Providing housing essentials such as fridges and washing machines is one way we can help lighten the financial burden for many."

The Salvation Army's Warren Palmer said that donations and support were vital in rebuilding the homes and lives of those affected by the fires.

"Many affected by the bushfire are really struggling to make ends meet. A lot of the houses damaged were underinsured and some not at all, which can make it really hard to get back on track. We are here to help out and give support to those who need it most," said Mr Palmer.

This is the third time Kleenheat has joined forces with The Salvation Army to assist areas in need. The Regional Care Services program was established in 2009 with the purpose of supporting a different community in regional Australia each month by providing operational funding and donations.

In December 2009 Kleenheat donated \$5000 donation to the Salvation Army's Albany branch, which re-stocked their food cupboard and helped to provide accommodation for the next 12 months. Kleenheat donated \$5000 to the Northam Salvation Army's Emergency Relief Fund in November 2009.

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