



RURALCO AND LEE KERNAGHAN LAUNCH AUSSIE HELPERS CHILDREN'S FUND

Ruralco and 2008 Australian of the Year, Lee Kernaghan have announced the formation of a strategic alliance to help disadvantaged children in rural Australia. The launch of the Aussie Helpers Children's Fund was a highlight at the CRT National Conference in Adelaide.

Aussie Helpers Children's Fund is an extension of the self-funded, volunteer organisation, Aussie Helpers, of which Lee is the patron. Lee has campaigned strongly since becoming involved with the organisation in 2006 to raise awareness of the social, financial and emotional consequences that one of the worst droughts on record has had on rural communities.

Through his involvement with rural families, Lee identified a need for greater assistance for disadvantaged kids living in rural and regional areas. He said support and resources are required across:

- Education
- Sporting equipment
- Musical equipment
- Computers and books
- Career assistance
- Medical assistance
- Scholarships for sport, music, education, etc

Lee put steps in place for the establishment of Aussie Helpers Children's Fund and his vision was realised when Ruralco became a major contributor to the Fund. A percentage of the profits of Ruralco's newly launched OSKA™ Professional tool range will go to the Fund.

"When Ruralco came to me with the concept of getting behind a cause that I am so passionate about, with the intention of having their entire network of rural-based businesses involved with Aussie Helpers Children's Fund, I knew this was a company that I wanted to be involved with," said Mr Kernaghan.

"I'm looking forward to working with this great Australian company and, together, helping to make a difference for children in the bush," he added.

Ruralco's Managing Director, John Maher, said he was thrilled Ruralco and its retailing businesses throughout Australia were in a position to support such an important and worthwhile charity.

"Like Lee, our businesses have been supporting rural Australia for many years at both national and local level. We see enormous potential through the OSKA Professional brand to support kids in the bush who are doing it tough," said Mr Maher.

“Corporately, Ruralco will be donating a portion of the proceeds from the sale of OSKA Professional products to Aussie Helpers Children’s Fund. In addition, its retailing businesses will also be allocated funds from OSKA Professional proceeds to distribute to local community events and charities,” he added.

Mr Maher said he was happy to announce that, in conjunction with Lee, corporate proceeds generated from the sale of OSKA Professional products over the next twelve months will be channelled directly to families with kids who have been affected by the fires in Victoria and the North Queensland floods.

Mr Maher said he was particularly pleased that Lee had accepted the role of OSKA Professional’s ambassador.

“This is a great reflection on the OSKA Professional brand and our businesses will work with Lee to ensure the success of the Fund and our joint goal of helping Aussie kids,” Mr Maher said.



John Maher, Managing Director, Ruralco (left) with Lee Kernaghan, Ruralco/OSKA new ambassador