



MEDIA RELEASE

CELEBRATING 50 YEARS - TELETHON STRONGER THAN EVER

Donations poured in as WA celebrated five decades of Telethon, raising a record-breaking \$36.4m



PERTH, 23 October 2017: Celebrating its 50th year, Telethon 2017 was a huge success, with Crown Perth donating \$2.5 million to support the children of WA. This year's donation increases Crown Perth's overall donation to \$15 million since becoming a Million Dollar Partner of Telethon in 2010.

\$36.4million was raised for the kids of WA over the 26 hour live appeal, bringing the total amount raised by Western Australia since the first Telethon in 1968 to over \$268million.

Channel 7's favourite personalities competed in a series of fun challenges to raise money over the Telethon weekend, with a final cheque presented to Telethon by Crown Australian Resorts CEO, Barry Felstead.

As a million dollar partner for 7 years, Mr Felstead said that Telethon was a cause that all of the staff at Crown Perth got behind and supported as one of Crown's key charity partners.

"It's an absolute privilege to be able to support such an important cause and we are extremely proud to contribute to the work Telethon does for children in our State."

"I look forward to this weekend every year. For the people of Western Australia, this is a cause that has touched most of our lives at some point."

"I would like to congratulate the entire Telethon team and the people of WA on five incredible decades. The generosity of Western Australians is truly amazing and we are proud to play a role in that."

-ENDS-



MEDIA RELEASE

For further information or images, please contact:

Cassie Boyce
Public Relations Campaign Manager
Crown Perth
P: +61 (08) 9362 8009
M: +61 (0) 437 619 322
E: cassie.boyce@crownpertth.com.au

Zoe Walsh
Senior Account Manager
Eleven PR
P: +61 (03) 9626 5129
M: +61 (0) 407 438 726
E: zoe.walsh@elevenpr.com.au