



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

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Australia's hotel industry launches national Queensland Flood Relief Appeal

The Australian Hotels Association has today launched a national 'red bucket' appeal to collect funds in support of the victims of the Queensland flood crisis.

Funds will be collected in hotels across Australia in specially-marked red buckets mirroring the approach taken by the industry in support of the 2009 Victorian bushfire victims, and other similar crises.

AHA National CEO Des Crowe said "everyone has been shocked by the images coming out of Queensland in recent days and by the deaths and devastation brought about by the flooding."

"This is the time for the hotel industry to band together and support our friends from Queensland in their time of need. Hotels are in a unique position to encourage generous donations from patrons to support the relief effort."

"The AHA is urging all members across the country to collect donations from patrons through red buckets placed on the bar."

"As we prepare to celebrate Australia Day we want to send our message of support to the flood victims from the rest of Australia. Not only will the red buckets be an opportunity for publicans, staff and patrons to dig deep it will also be a constant reminder of the suffering endured by the flood victims and the challenges that lie ahead in their recovery."

In addition to the national fund raising activities, the Queensland Hotels Association is co-ordinating a specific relief plan for its flood victim members with a focus on direct assistance to the many country and smaller pubs which have been badly damaged, but which remain an important touch-stone for their local communities.

The AHA's fundraising activities will run nationally until Australia Day, and funds will be directed to the Queensland Premier's Flood Relief Appeal.

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