

19 April 2014

Good Friday Appeal sets new record

The annual Good Friday Appeal has raised a record-breaking \$16,846,396.09 in 2014 as Victorians dug deep for the state's iconic Royal Children's Hospital.

The remarkable result followed an all-day telethon broadcast live on Channel 7 from the Appeal's new home at the Melbourne Convention and Exhibition Centre and featuring a bevy of the biggest names in television and entertainment.

This year's record tally of \$16,846,396.09 tops the impressive \$16,405,535 donated by Victorians in 2013 which was the previous record for the Royal Children's Hospital Good Friday Appeal.

Good Friday Appeal Executive Director Deb Hallmark said:

"We're so happy with the way it's run. It's been a massive team effort, it's been a phenomenal effort again."

7News presenter and Good Friday Appeal ambassador Jennifer Keyte said:

"It's been another great appeal... It just shows the generosity of all Victorians."

Throughout the day and night, Seven stars joined the telethon including presenters and artists from *7News*, *Sunrise*, *Weekend Sunrise*, *Sunday Night*, *The Morning Show*, *The X Factor*, *AFL*, *My Kitchen Rules*, *House Rules*, *The Killing Fields*, *Home and Away*, *A Place to Call Home* and *Winners and Losers*.

A host of Seven personalities also donated their time visiting children at the hospital, taking calls in the phone room and signing autographs for thousands of people who had travelled to the MCEC to join in the activities.

For the first time this year, a ticketed charity spectacular at the MCEC Plenary was also held, boasting a feast of live entertainment and music.

Channel Seven's is a proud supporter of the Good Friday Appeal in conjunction with fellow media partners the Herald and Weekly Times and 3AW Radio.

For further information:

Sacha McDougal

Channel Seven Publicity

P: 03 9697 7763

M: 0417 667 482

E: smcdougal@seven.com.au