



# Media Release

Sunday, 13 March 2022

## **Australia Unites raises more than \$25 million for the Red Cross Flood Appeal**

Last night, the Seven Network, Nine and Network 10 united for a star-studded telethon which raised more than \$25 million for the Australian Red Cross Flood Appeal.

With 100% of the funds raised during **Australia Unites: Red Cross Flood Appeal** going to help people and communities affected by the devastating floods across Queensland and New South Wales, the broadcast saw Australian music royalty, celebrities and popular news and entertainment personalities from across all three networks band together.

But it was the extraordinary support and generosity of Australians that saw more than 18,000 calls received and more than 340,000 visits to [redcross.org.au/floodsappeal](https://redcross.org.au/floodsappeal) during the broadcast, culminating in a massive \$25,249,796 worth of pledges.

Prime Minister Scott Morrison said: "These floods have been beyond devastating for communities across New South Wales and Queensland, particularly in the Northern Rivers of New South Wales. Australia is strong and resilient because of the generosity of Australians.

"Thank you so much to everyone who has been able to make a donation to this Red Cross appeal to support the affected communities – and thank you to the many volunteers who are giving their time to this effort. To everyone impacted, our Government and the whole nation will continue to stand with you and support you."

Kym Pfitzner, CEO Australian Red Cross, said: "Thank you to Channel 7, 9 and 10 for coming together – the result was beyond our expectations. The Flood Appeal united the nation in support of tens of thousands of people impacted by the floods.

"We witnessed the spirit of humanity in action. I'd like to thank everyone who donated for your incredible generosity. 100% of the \$25 million plus raised during the telethon will go in cash grants to help people impacted by the floods."

Applications for the grant will open on Friday, 18 March on the Red Cross [website](#).

Over the five hour live broadcast, a total average of 810,000 Australians tuned in nationally to **Australia Unites: Red Cross Flood Appeal** which was simulcast on Channel 7, [7plus](#), Channel 10, 10 Play, Channel 9 and 9Now.



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On television, **Australia Unites: Red Cross Flood Appeal** reached over 3 million Australians including 2.16 million people in the capital cities and 1.03 million in regional areas.

Whenever disaster strikes, Australian Red Cross works side by side with organisations such as the St Vincent de Paul Society, The Salvation Army, Lifeline, and GIVIT to get help to where it's needed most. They do an incredible job and the Red Cross is grateful to work alongside all of them.

So far, 468 Red Cross emergency response team members and volunteers have provided support in 49 evacuation centres – and donations help to make that support possible.

You can still donate to the Australian Red Cross Flood Appeal [here](#) or by calling 1800 733 276.

To download images from **Australia Unites: Red Cross Flood Appeal** please click [here](#).

For further information, please contact:

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## About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs 7NEWS and Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia and Better Homes and Gardens, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.