

easterbilby.com.au



NEWS RELEASE

19 March 2003

WEBSITE AND WILLIAMSON HELP SAVE THE BILBY

The fight to save the endangered bilby has gone online, with a new kid's website **www.easterbilby.com.au** to be launched by Australian singing legend, John Williamson at 10.30am on Wednesday, 19 March 03 at Lane Cove Public School in Sydney.

There is a message in every song and in John Williamson's new bilby ballad (launched live at Lane Cove Public School on 19 March) the message is very clear... save the bilby.

"Saving endangered animals such as the bilby leaves a legacy for future generations and helps unite Australians in a common cause and love of our great land," says Williamson.

"Australia is blessed with a unique animal species but if we don't protect our habitat these wonderful creatures will disappear. One very endearing desert-dweller now facing extinction is the bilby. I am delighted to lend my support to saving the bilby as it is these very causes I try to nurture through my songs."

Donated to the *Save the Bilby Fund* by Australian chocolate manufacturer *Darrell Lea*, the aim of **www.easterbilby.com.au** is to encourage awareness amongst young Australians of the dire situation many of our native animals face.

The kid's bilby website is aligned with the national primary school curriculum, providing teachers with in-class resources in addition to the gaming, video and interactivity children expect from the net.

"Darrell Lea is one Australian icon supporting another icon. We are delighted to support the *Save the Bilby Fund* with proceeds from the sale of our chocolate bilbies. Don't be misled make sure you buy a Darrell Lea chocolate bilby because money from every bilby goes to save the Australian bilby," says Darrell Lea General Manager Retail & Marketing, Bruce Goldman.

To date, funds raised through the sale of Darrell Lea chocolate bilbies have assisted to re-establish a wild breeding bilby programme and erect a 25 square kilometre safe haven for the species.

Efforts from past fundraising will be realised on 19 April 2003 when 30–40 bilbies will be released for the first time into Currawinya National Park.

So it is that the bilby plight is profiled online and in song this Easter. Headed by Dawn the Bilby (pictured) and supported by John Williamson and Dawn Fraser the website is calling on the support of Aussie kids.

According to Dawn Fraser, "It's fitting that change should start with our children because at the current rate, they will be the ones to wake up 50 years from now and have only photos of our national fauna. My little part in saving the bilby is to encourage Australians to buy a chocolate bilby in support of the Save the Bilby Fund this Easter. There will be no bunnies in my house this year, only Easter bilbies."

"The situation can't get much more serious – we only have as few as 600–800 bilbies left in Australia. However, with the establishment of **www.easterbilby.com.au** and the decision of ordinary Australians to purchase a Darrell Lea chocolate Easter bilby instead of a bunny this year, we will certainly be taking a big step toward saving the Australian bilby and other endangered native animals," says Frank Manthey of the Queensland Parks and Wildlife Service.

Everyone can support the bilby by buying a Darrell Lea chocolate bilby at one of the 600 Darrell Lea stores nationwide all of which will be stocking bilbies this Easter. Priced at \$7.95, \$4.95 and 85c, Darrell Lea will make a donation of 50c, 30c and 5c respectively from the sale of each bilby.

LAUNCH DETAILS

Bilby Website to be launched 10.30–11.00am, 19 April at Lane Cove Public School.

Corner of Longueville Rd and Austin St, Lane Cove, Sydney

Enter Admin Block via Austin Street

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