



# IGA Perth Royal Show

1st October to 8th October 2011

**8<sup>th</sup> April 2011**

## **Naming rights seal community partnership**

The Royal Agricultural Society of WA today announced a three year agreement with IGA for naming rights to the Perth Royal Show.

President of The Royal Agricultural Society of Western Australia, Tony Devitt, said that IGA's ongoing involvement in Perth's most important and long standing community event reflected the independent retailer's commitment to local producers and communities in WA.

"For many regional communities, their IGA store not only provides daily necessities it is the centre of local economies offering business opportunities, employment and vital social networks," said Mr Devitt.

More than one third of IGA stores are in regional WA.

"IGA has been a key partner of The Royal Agricultural Society at the Perth Royal Show for the past three years promoting local producers, WA produce and products. It earned the right to be called our 'Community Partner' and the naming rights recognise our close ties."

Mr Devitt said that many of IGA's philanthropic programs benefitted regional communities and he commended its involvement in initiatives such as the Living Communities program, which aimed to assist local communities become economically and socially self sustainable with pilot programs in Goomalling, Lake Grace, Toodyay and Northampton.

According to IGA General Manager for WA, Paul Slaughter, the Perth Royal Show offers many synergies with IGA's program of community partnerships which provide \$1 million worth of donations to community groups and activities in WA each year.

In the past year, IGA has supported the Lord Mayor's Disaster Relief Fund for the people of the Shire of Carnarvon through a \$50,000 donation, and the Lord Mayor's Distress Relief Fund for the Perth Hills fires (\$120,000). At the same time, the local Kelmscott IGA provided evacuees with water, fruit, sausage sizzles and breakfasts.

Mr Slaughter said that every WA store donated to its local community through IGA's Community Chest fund.

"This program is used to support local schools, clubs, charities - basically any non profit organisation, which assists the community," he said.

"Stores in one region will often group together to provide major donations such as support for the Royal Flying Doctor Service which has in the past three years totalled \$250,000. At the same time, stores in the north metropolitan area have donated more than \$300,000 to Princess Margaret Hospital for insulin pumps for children with diabetes," he said.

This year's IGA Perth Royal Show runs from Saturday 1<sup>st</sup> October to Saturday 8<sup>th</sup> October.

As part of month long celebrations in the lead up to Perth hosting CHOGM, all children aged 12 years and under will receive FREE entry to this year's IGA Perth Royal Show when accompanied by an adult.

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**The IGA Perth Royal Show is presented by The Royal Agricultural Society of Western Australia**