

Wednesday 23rd December 2009

Barnardos hails Caesar and thanks Aline Pascuzzo, winner of the Smiths ‘Do us a flavour’ competition.

Barnardos Australia, the child welfare charity will be the grateful recipients of \$10,000 from the total prize pool of \$30,000 won on Monday by Aline Pascuzzo, creator of the Caesar Salad chip in the Smiths ‘Do us a flavour’ competition.

One of the four finalists, Aline Pascuzzo, 35, a mother of two boys from Allambie Heights on Sydney’s northern beaches, harnessed her passion for creating fresh, flavoursome culinary delights to inspire her ‘Do us a flavour’ entry.

“Whilst responding to hundreds of messages of support, I was motivated by a positive thought, that I had an opportunity to give back to the very community which could help me reach a major achievement in my life,” says Aline.

“The Barnardos Australia strap line caught my eye – we believe in children – and my decision was instantly made,” she added. “I knew that if I was to win this competition I was happy to donate \$10,000 to help break the cycle of child abuse and neglect because everyone deserves an opportunity to reach their full potential, especially children.”

Barnardos Australia a non-denominational, non government organisation that relies heavily on all levels of community support was delighted when contacted by Aline with her proposed pledge.

“With a case of child abuse and neglect reported in Australia every two minutes Barnardos Australia constantly requires critical funding to help thousands of children every year,” said Glynis Sequeira, marketing director, Barnardos Australia. “So with the help of a very clever mum and the community – who voted in the final round for Aline’s Caesar Salad chip, we are extremely grateful to receive and accept this generous donation.”

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For more information contact: Emma Lipscombe, Barnardos Australia 9218 2391 or events@barnardos.org.au

Notes for editors:

Barnardos Australia is a non-government, non-denominational child welfare charity that has been helping children in need for over 120 years.

Barnardos is one of the largest children’s charities in Australia, caring for children at risk of abuse and neglect. The work of Barnardos Australia focuses on the prevention of abuse, neglect and entry into care. Children of all backgrounds and cultural heritage are helped through a range of welfare programs including crisis care, family support, counselling and permanent foster care.

Our vision is that all children and young people will have caring families, in which they can grow up safely and reach their full potential supported by quality services and engaged communities.

For more information visit: www.barnardos.org.au.