



Grundig supports Prostate Cancer Foundation of Australia through Music Boy radios

Grundig today announced a major sales initiative through its Music Boy radios in support of the Prostate Cancer Foundation of Australia.

For the next 12 months, Grundig will donate a projected \$30,000 from sales of the Music Boy 50 and Music Boy 70 radios to the Prostate Cancer Foundation of Australia (PCFA).



The Music Boy radios are renowned for their elegant design, exceptional quality sound and affordability. They transmit FW, MW, LW and SW frequencies. Both models run on battery or mains. The Music Boy 50 retails for \$39.95 while the Music Boy 70 is \$59.95 rrp.

Sales Director of Bush Australia, Brian Rodgers, commented on the partnership saying, "The Music Boy radios have a strong masculine appeal and given that prostate cancer is one of the most serious diseases men can face, we thought it was appropriate that we help raise awareness and lend support to the PCFA through this range."

Both radios are packaged in special gift boxes carrying the wording, "*Be a Man – Talk to your Doctor about Prostate Cancer*", so that the boxes can be bulk stacked to create a strong promotional message in-store.

The Prostate Cancer Foundation of Australia is the national body for prostate cancer in Australia. The Foundation works to raise awareness and to fund research into the causes, detection, diagnosis and improved treatment of prostate cancer, and to provide support to those affected by the disease.



For further retailer information please call 1300 131 072 or visit www.grundig.net.au