



**Media release**

**For immediate release**

## **Bush 'hits' to benefit charity**

In an innovative approach to giving back to the community by home entertainment and audio company **Bush Australia**, consumers can assist with its major charity initiative. Without the user having to spend a cent, the company will donate money to charity, every time anyone simply logs onto one of its four websites!

Bush Australia will donate 5 cents for every unique visitor to anyone of its websites throughout July and August 2008 to Jeans for Genes, the major fundraiser for the Children's Medical Research Institute.

Bush Australia boasts four websites covering its diverse range of home entertainment, audio, floorcare and hair grooming products. Collectively with funds being raised from unique hits to [www.bushaustralia.com.au](http://www.bushaustralia.com.au), [www.grundig.net.au](http://www.grundig.net.au), [www.ministryofsound.net.au](http://www.ministryofsound.net.au) and [www.johbailey.com.au](http://www.johbailey.com.au), Bush Australia is hoping that the contribution will make a difference to this worthwhile cause.

Bush Australia's Managing Director Daniel Todd explains, "More and more people are using the internet to make their shopping more efficient. People today are time poor and with the rising cost of fuel it makes sense to use the internet as a resource, whether its to find the exact product you want, check features, compare prices or find the nearest retailer. We have recently upgraded our websites to make it a more efficient, exciting and interactive experience for consumers – And now consumers in return can help us raise funds for this worthwhile charity simply by visiting our sites."

**[www.bushaustralia.com.au](http://www.bushaustralia.com.au)**

**[www.grundig.net.au](http://www.grundig.net.au)**

**[www.ministryofsound.net.au](http://www.ministryofsound.net.au)**

**[www.johbailey.com.au](http://www.johbailey.com.au)**