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Dear Attractions Manager

A group of Victorian tourism attractions have approached Tourism Victoria with a proposal to conduct a Fundraising Activity to support those affected by the Victorian Bushfires.

Tourism Victoria fully supports this initiative and urges you and your business to join in this fundraising effort.

The concept involves participating tourist attractions agreeing to contribute their gate receipts on 9 March 2009 to the Red Cross Bushfire Appeal.

The concept is supported by 3AW, Prime Television and the Herald Sun with extensive pre and post event publicity.

The proposed Attractions Fundraiser is a practical way in which the tourism industry can support those who have been directly affected by the worst natural disaster in our history.

I encourage you to support this event as we unite to help rebuild the lives and businesses of so many in our State.

Yours sincerely

GREGORY HYWOOD
Chief Executive