

# SMOOTHFM SUPPORTS OZHARVEST

Wednesday 29 April 2020

smoothfm has joined Australia's leading food rescue charity OzHarvest, to raise awareness for their 'Here for Hope' campaign and help drive fundraising to address the increased need for food relief in Australia.

smoothfm will leverage the station's platforms including community service announcements and on air support, editorial content on smoothfm.com.au and coverage on socials to raise awareness of the #hereforhope campaign as well as providing financial support.

Polly Goodchild, smoothfm's Brand & Promotions Director said, "There couldn't be a better time for smoothfm to lend support to OzHarvest, with the number of vulnerable Australians on the rise in the wake of the coronavirus crisis, OzHarvest is providing an invaluable service to the community and we hope that our support will help draw attention to this growing issue, and support OzHarvest to deliver meals to those in need."

Ashley Killeen, OzHarvest's Head of Impact said with the impact of the coronavirus crisis, coming straight off the back of the bushfire season has seen an overwhelming demand for food relief at a time when resources are more limited than ever.

"At OzHarvest we believe the power of hope and community will help get us through and we have launched #HereForHope as a way for the Australian community to help keep our wheels turning. Over five million Australians already rely on food relief and this number is increasing every day. Getting good food to vulnerable people is our priority and every dollar donated allows us to deliver two meals to people in need. Thanks to smoothfm, we can spread the message of hope across Australia."

Support for the "HereForHope" initiative is an extension of smoothfm's on-going relationship with OzHarvest, with NOVA Entertainment also providing a sizable financial donation to the charity through Nova Connects, the company's social impact committee, that seeks to partner with the community to drive positive social change.

Donate at [ozharvest.org](https://ozharvest.org) or through Facebook and post your own story of hope using #hereforhope.