



MEDIA RELEASE

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## **Jupiters Hotel & Casino chips in \$100K donation to Audi Red Boot Rally** *Driving funds for seriously ill children*

Today Jupiters Hotel & Casino announced they are contributing \$100,000 to the 2015 Audi Red Boot Rally, an annual joint McDonald's and Audi Centre Gold Coast fundraising initiative to raise much-needed funds for Ronald McDonald House South East Queensland (RMH SEQ).

The event partnership forms part of Jupiters Hotel & Casino's and Treasury Casino & Hotel's pledge to contribute \$3 million over three years to RMH SEQ to assist the charity in building their new South Brisbane House, which will be one of the largest houses in the world.

Echo Entertainment Group Managing Director Queensland, Geoff Hogg said the partnership built on Jupiters Hotel & Casino's proud history of supporting Queensland charities and organisations.

"We're extremely proud of our Gold Coast spirit and the programs and initiatives we have in place to support local charities and events," Geoff said.

"The driving force behind Jupiters' partnership with the Audi Red Boot Rally is to raise funds and generate awareness for this important facility for regional families, including Gold Coast families requiring lifesaving medical treatment in Brisbane.

"Audi Red Boot Rally is a wonderful opportunity for us to help sick children and their families – now, and for future generations – and I encourage other businesses to get behind the driver's seat and join us in our support of this event," he said.

McDonald's licensee and Audi Red Boot Rally Committee Member, Mike Atkins said they are very grateful for the generous support of Jupiters Hotel & Casino towards the new South Brisbane House.

"Over the past two years the Audi Red Boot Rally has raised almost \$500,000 for RMH SEQ, and thanks to Jupiters Hotel & Casino, we are on track to continue the fantastic results in 2015 to help Queensland families in their time of need.

"I encourage more businesses to join Jupiters Hotel & Casino in their support of the charity," he said.

The annual Audi Red Boot Rally, one of RMH SEQ's key fundraisers, will help drive funds when it begins 23 September, driving over 500km to conclude on the 25 September.

As a part of the partnership, Audi Red Boot Rally teams will be treated to Jupiters Hotel & Casino's newest dining offering, Cucina Vivo. The restaurant is part of the property's current \$345 million transformation which will be completed before the Gold Coast 2018 Commonwealth Games.

Jupiter Hotel & Casino's donation will also directly support Gold Coast locals by maintaining the Family Rooms RMH SEQ provide at the Gold Coast University Hospital.



For more information on how you can donate to RMH SEQ or the Audi Red Boot Rally please visit <http://www.everydayhero.com.au/event/audiaredbootrally2015>

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**Image attached:** Geoff Hogg (Jupiters Hotel & Casino), Simon French (Audi Gold Coast) and Steve Whitehead (from Ronald McDonald House South East Queensland) celebrate the \$100,000 donation for the Audi Red Boot Rally.

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**About Ronald McDonald House South East Queensland**

Ronald McDonald House South East Queensland (RMH SEQ) provides accommodation and support services for seriously ill children and their families who live more than 50km from the treating hospital in Brisbane. Our Ronald McDonald Houses help to preserve the family unit in the midst of physical, emotional and financial stress. It also gives parents the chance to draw hope and comfort from other families in similar situations, while being supported by dedicated and friendly staff and volunteers. We aim to provide a 'home away from home' for all of our guests

RMH SEQ currently has two houses in Brisbane; one at Herston beside the Royal Brisbane & Women's Hospital and one at South Brisbane near the Lady Cilento Children's Hospital (LCCH) and Mater Mothers Hospital. The organisation also has Family Rooms located inside the Gold Coast University Hospital and other services in the LCCH. Our services within the LCCH also extend to 10 emergency overnight accommodation rooms.