

NEWS RELEASE  
DRAFT 29 OCTOBER 2009

### **Making Christmas a happier occasion for Auckland children**

Christmas is set to become a much merrier occasion for many children this year thanks to a gift-giving collaboration between the Auckland City Mission and online retailer, Fishpond.co.nz.

The City Mission is working with Fishpond, which sells books, music, games and toys to encourage New Zealanders to donate from a Christmas list of most needed toys, which are available at [www.fishpond.co.nz](http://www.fishpond.co.nz). Toys retail from \$5.

Fishpond general manager, Ben Powles says, "We are hoping that the generosity of New Zealanders will help make these children's wishes come true this Christmas.

"People often think about helping out a charity but don't have the time over the hectic Christmas period to shop for, wrap and deliver a gift. This will allow them to help with the click of a button," he says.

Fishpond will also donate five percent of its toy sales from 14 November until Christmas to the City Mission.

Diane Robertson, Auckland City Missioner, was thrilled with the Fishpond initiative. "Over the Christmas period, staff and volunteers at the Auckland City Mission will collect and distribute 25,000 gifts," she said. "We are grateful for every donation received and extend our thanks to every donor for helping us to make Christmas happen for every Auckland child."

Toys purchased for the Auckland City Mission will be stored and delivered by Fishpond just before Christmas. Gifts can also be purchased for children in the Wellington and Christchurch City Mission regions.

-ends-

For more information please contact:  
Emily Davies  
Professional Public Relations  
09 979 2013  
021 955 583

**About Fishpond.co.nz**

Fishpond.co.nz offers a wide range of books, music, games and toys with the lowest prices, widest selection and fast delivery times. Since its beginning in 2004, Fishpond has grown each year and is now New Zealand's largest online store.