



MEDIA RELEASE  
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## SKY MAKES A MILLION DOLLAR PLEDGE TO CHRISTCHURCH



Garrick Park

**SKY Television announced today it is donating \$1 million through the Christchurch Earthquake Appeal Trust to support sport and recreation projects, particularly for school-aged children.**

At an event in Kaiapoi today, SKY chief executive John Fellet presented Prime Minister John Key with a \$1 million cheque for the Christchurch Earthquake Appeal Trust. Fellet says SKY has pledged \$200,000 annually for five years and will work with Sport Canterbury and the Christchurch Earthquake Appeal Trust to select a project each year, with the funds administered through the Appeal Trust.

The first recipient is the Cashmere Technical Football Club, which will receive \$200,000 to fund field repairs at Garrick Park.

“Everyone in Christchurch has been affected in some way by the earthquakes and SKY is proud to be giving Cantabrians a helping hand,” says Fellet.

Christchurch Earthquake Appeal Trustee Colin MacDonald says: “This is a generous donation to the Appeal. It’s been more than two years since the earthquakes struck and it’s very heartening for the people of Canterbury to know that donors still want to help them.. We are looking forward to working closely with SKY to recommend projects it can fund.”

Fellet says: “We can all imagine just how difficult the past couple of years have been for the people of Canterbury. SKY is very pleased to be able to offer this assistance and, in doing so, we acknowledge there are still many years of hard work and investment required to rebuild Christchurch. We’ve elected to focus on sports and recreation for youth, as these are fundamental to the health and wellbeing of local communities.

“I’m delighted to announce SKY’s first project to receive funding, the Cashmere Technical Football Club, will be given \$200,000 to fund field repairs at Garrick Park. The ground is also used for cricket during the summer months and this funding will address the severe drainage issues and allow the field to be used year round.”

SKY has close ties with Christchurch; not only are many SKY customers from the region, but the city is the South Island base for SKY and its production business OSB (Outside Broadcasting).

In 2010 SKY donated to the Red Cross Christchurch Earthquake Appeal Trust and it has an on-going involvement in the community, including hosting Manu Vatuvei’s visit to Aranui Primary School late last year and working with the NZ Broadcasting School film students.

The Christchurch Earthquake Appeal was launched by Prime Minister John Key on 27 February 2011 and is the Government’s official, global fundraiser for the recovery effort. To date it has raised more than \$100 million in pledged and received funds. The Christchurch Earthquake Appeal Trust is responsible for allocating the funds raised to support earthquake recovery initiatives.

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**About SKY:** SKY Television is New Zealand’s leading pay television operator, offering a wide range of sports, movies, music, on-demand and general entertainment content across more than 110 channels. As of 31 December 2012, SKY had 846,988 subscribers, with 48.8% of New Zealand homes signed up. SKY is also the cornerstone shareholder in Fatso, New Zealand’s premier online DVD rental service. In July 2008 SKY launched MY SKY HDi, a new High Definition decoder and PVR with Dolby Digital surround sound. SKY currently offers 10 1080 High Definition television channels (SKY Sport 1, 2 and 3, ESPN, SoHo, SKY Movies and SKY Movies Greats, TV3 HD, TVONE HD and TV2 HD). In February 2011, SKY launched iSKY, an online TV service that delivers SKY subscribers seven live streaming channels, catch-up TV from 20 channels and an iSKY store offering online rental of premier and library movies and TV series. SKY is proud to support The Starship Foundation, New Zealand Olympic Committee, The Special Children’s Christmas Parties and SportConnect. For further information please visit the web sites [www.sky.co.nz](http://www.sky.co.nz) [www.skysport.co.nz](http://www.skysport.co.nz) [www.isky.co.nz](http://www.isky.co.nz) [www.primetv.co.nz](http://www.primetv.co.nz)