

To: Chief of Staff MEDIA RELEASE

Tuesday 6th May 2014



**at Minister Turnbull's office TODAY
Cake Stall for the ABC**

Details: 11.30am, Tues 6 May at Cw Parliamentary Offices, 1 Bligh Street, Sydney.
Photo opportunity this morning, and Facebook cake photos
at: www.facebook.com/CakesforABC

Alarmed at reports the Government plans to break its promise and cut ABC funds in the forthcoming Budget, ABC Friends is launching its social media campaign 'Australians Baking Cakes for the ABC' this morning.

The campaign will be launched with a cake stall outside the ministerial office of Communications Minister Malcolm Turnbull.

"The ABC has a special place in the lives of Australians," said Glenys Stradijot, ABC Friends national spokesperson.

"ABC Friends has been overwhelmed by the huge number of people asking how they can protect the ABC. They will not accept the national broadcaster being cut. They will not accept the Government breaking its promise.

"Inspired by the story of a little girl who recently held a cake stall to raise funds for the ABC, ABC Friends is inviting people who value the ABC to express their support by baking a cake."

Pictures of the cakes and cake activities have begun to be uploaded to a Facebook page.

"Through the cake Facebook page we plan to let the Government know of the breadth and depth of community support for the ABC.

"The Communications Minister is responsible to ensure the ABC thrives. A cake, along with a message, will be delivered to Minister Turnbull to let him know we are launching the activity outside his office today," said Glenys Stradijot.

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Further comment Glenys Stradijot, ABC Friends national spokesperson
Phone: 0409 11 0411

Australians Baking Cakes is supported by ABC Friends, The Community and Public Sector Union, Hands off our ABC and the Media Arts and Entertainment Alliance.

ABC Friends is a national campaign. It comprises ABC Friends and Friends of the ABC organisations across Australia.