



**The Rotary Club of St Kilda**  
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20/11/08

Dear Sir/Madam,

I would like to introduce myself, my name is Julia Topliss and I am the Director of Public Relations at the Rotary Club of St Kilda Inc.

Since joining the club in June 2008, the club has embarked on a project called *Relish 2009 : Great Food for a Good Cause*. The project has involved the creation of a recipe book, with recipes contributed by local City of Port Phillip restaurants and cafes. Proceeds from sales of the recipe book will be donated to the Sacred Heart Mission and Rotary International's project, ShelterBox. The book is great value at \$14.95, and makes an ideal Christmas gift for anyone who loves food or dining out.

In sixteen weeks, the Rotary Club of St Kilda Inc. has managed to secure the support of 58 restaurants/cafes, sponsorship to cover the printing costs of the book, and gained support from local photographers & designers in the production of the book. Enclosed is a complimentary copy of the result of these efforts for your perusal.

I am writing to you in the hope that you will be able to support this fantastic project. Our aim is to raise significant funds for the two charities involved, with a target date of the 19<sup>th</sup> of March 2009 to hand over two substantial cheques (approximately \$20,000 each) to the charities at a Melbourne Food and Wine Festival event to be held at the Linden Gallery in Acland Street, St Kilda.

If you are interested in supporting this initiative, please feel free to contact me directly on 0411 364 004. Some simple things you can do if you are interested in this project are:

- Include a news item about this project in your newsletters that promotes the online sales area on the website [www.relishrecipes.com.au](http://www.relishrecipes.com.au) (some further information is highlighted below)
- Promote the project on your website (media files are available in our Media Centre online, [www.relishrecipes.com.au](http://www.relishrecipes.com.au)), we can easily create a web banner to meet your required dimensions
- Join our mailing list to get regular updates on this project, and information about Relish 2010 which will be launching soon
- Request a sales stand for the Relish 2009 book at any upcoming events you might be having.

Thank you for taking the time to read this communication, I sincerely hope that you will be able to participate in a project that is fast becoming a great community initiative.

Yours sincerely,

**Julia Topliss**

Director of Public Relations  
Rotary Club of St Kilda Inc.  
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**INTRODUCTION**

The St Kilda Rotary Club is currently working on a project that has involved the production of the enclosed recipe book, *Relish 2009*. The book comprises of recipes contributed by local restaurateurs from the Elwood, St Kilda and South Melbourne areas.

The proceeds from the sale of this book are to be donated locally to the Sacred Heart Mission and internationally to the Rotary International project, ShelterBox.

**INFORMATION ABOUT RELISH 2009**

58 local restaurants and cafes have contributed recipes, local photographers and designers have contributed their skills and time at no charge to produce this full colour publication. The project has received strong sponsorship, which has covered all productions costs to date, allowing the Rotary Club of St Kilda to reserve all funds from sales for the benefiting charities.

The book was launched on the 11th November 2008 and costs \$14.95.

It makes an ideal Christmas gift, especially for anyone who loves good food or dining out.

**ABOUT THE CHARITIES**

The Sacred Heart Mission serves over 450 meals each day in their dining hall. In addition to providing nutritious 3-course meals, the Dining Hall gives isolated people opportunities to develop friendships and a sense of connection within the local community.

ShelterBox is a Rotary International organisation that provides disaster relief in the form of a box that contains a 10 person tent and living implements for a prolonged period of time. Recent deployments include Burma after Cyclone Nargis and China after the earthquake. (Please visit their website, [www.shelterbox.org](http://www.shelterbox.org) for more information.)

**HOW TO PURCHASE**

Online Sales are available at [www.relishrecipes.com.au](http://www.relishrecipes.com.au), there is also a downloadable order form available on this website too. For orders over 10 in quantity, postage is free of charge.

Available from Elwood Community Bank Branch Bendigo Bank, City of Port Phillip ASSIST Centre, and select cafes and restaurants in the Elwood, St Kilda and South Melbourne areas (check the website for a complete list)

**UPCOMING MARKETS**

Saturday 6th December - Veg Out St Kilda's Farmer's Market, Peanut Farm Reserve  
Thursday 11<sup>th</sup> December - St Kilda Beach Night Market, O'Donnell Gardens  
Sunday 14th December - Camberwell Market, Camberwell  
Thursday 18<sup>th</sup> December - St Kilda Beach Night Market, O'Donnell Gardens  
Saturday 20th December - Gasworks Farmer's Market, Gasworks Arts Park

**PLEASE SUPPORT THIS PROJECT**

The Rotary Club of St Kilda aims to raise over \$40,000 for the benefiting charities with the *Relish 2009* project. We can only achieve this with local community support. Please help us to achieve this target and let everyone know about this project.

For further information, please feel free to contact:

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