



PRESS RELEASE ISSUED BY RHANZ FOR IMMEDIATE USE, 19 November 2015

## **Mini Fonterra tanker sales to support rural mental health initiatives**

The Rural Health Alliance Aotearoa New Zealand (RHANZ) is delighted to announce its partnership with Fonterra Farm Source to support rural mental health initiatives.

From 1 September this year, \$10 from every Mini Fonterra Tanker sold has gone to RHANZ to help its community initiatives.

RHANZ Chief Executive, Michelle Thompson, says improving mental health outcomes for rural communities is a top priority for all 38 RHANZ members.

“Right now there is increasing concern about the pressures building on farming families and the health providers who look after them. Therefore, when Fonterra Farm Source said they would give us \$10 from each mini tanker sale to support our work, we were really delighted.

“The partnership was announced yesterday at the Fonterra Farm Source Cambridge store and we would particularly like to thank Shelley Cresswell, Category Marketing Manager, Farm Source and Matt Shirtcliffe, from Shirtcliffe and Co, for making this partnership a reality.”

The Mini Fonterra Tankers – available through Farm Source stores and online - are ‘limited edition diecast replicas’ and are the first of their type in the world.

“They are really cool collectables and would make the perfect Christmas present,” Thompson says.

The additional funding will be used to supplement RHANZ’s Government-funded Rural Mental Health Initiatives programme and their rural health research agenda.

RHANZ Chairperson, Dr Jo Scott-Jones, says that when world markets are dictating prices and adverse weather events are combining to cause so much pain, it is great to see Fonterra Farm Source stepping up to help rural mental health and wellbeing.

For more information contact:

Michelle Thompson, Chief Executive, 021 234 7413

**Photo caption:**

L-R: Matt Shirtcliffe (Executive Creative Director, Shirtcliffe & Co) and Michelle Thompson (Chief Executive, RHĀNZ) with the mini tankers at the Fonterra Farm Source Store in Cambridge.

**Photo:** Craig Brown

**Note to Editors:**

The Rural Health Alliance Aotearoa New Zealand was established in May 2012 and represents a united voice from across multiple rural sector organisations. Its aim is to provide solutions and influence policy affecting the health and wellbeing of rural communities [www.rhaanz.org.nz](http://www.rhaanz.org.nz).

Current members: <http://www.rhaanz.org.nz/membership/current-members/>