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## MEDIA RELEASE



### **Alicia Molik launches an Australian Made Summer of Tennis**

Tennis champion Alicia Molik is serving up an Australian Made Summer of Tennis, as the face of a campaign that celebrates sporting achievements while highlighting the importance of buying Australian products and produce.

Events that feature as part of the campaign include the Australian Made Foundation Cup – the only national tennis tournament for junior players from rural and regional Australia – and the Breakfast with the Stars events in Sydney and Melbourne, which promote the achievements of women in tennis.

The Fed Cup Foundation coordinates the events, which are sponsored by the not-for-profit Australian Made Campaign.

“The Australian Made Campaign is all about ensuring a better future for Australians. We are proud to support the children of regional and rural Australia, and to celebrate the achievements of women in tennis,” Australian Made Chief Executive, Ian Harrison, said.

Alicia Molik said that she was delighted to be the ambassador for the Australian Made Summer of Tennis.

“These events give regional and rural kids the opportunity to participate at the highest level, and encourage greater participation by women – I’m proud to be a part of that,” Ms Molik said.

“Part of my role involves educating families about the importance of buying local. It’s something I’m passionate about, because I believe we should teach our kids where products come from, and feed them fresh Australian-grown produce so they grow up healthy.”

Australian Made and the Fed Cup Foundation will award the most outstanding male and female player, based on performance and sportsmanship, \$1,000 each to assist with their tennis development.

“Rural Australia has produced some of the biggest names in our sport. I am confident that Australian tennis champions of the future will have competed for their state in the Australian Made Foundation Cup. I’d like to thank the Australian Made Campaign for their investment in the future of these children,” Fed Cup Foundation President, Judy Dalton, said.

The Australian Made Foundation Cup will be played at the Royal South Yarra Lawn Tennis Club from 6-10 January 2014. Breakfast with the Stars, presented by Australian Made, will take place at the Apia International Sydney, 7 January 2014, and in Melbourne at the Hilton on the Park, 14 January 2014.



To find out how you can participate in Australian Made Summer of Tennis events, visit [www.australianmade.com.au](http://www.australianmade.com.au).

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#### **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for genuine Australian products and produce.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

[www.australianmade.com.au](http://www.australianmade.com.au)

#### **ABOUT THE FED CUP FOUNDATION**

The Australian Fed Cup Foundation is the not-for-profit organisation that works to promote women's tennis, the Fed Cup competition, and Australia's Fed Cup team.

[www.tennis.com.au/tournaments/fed-cup/fed-cup-foundation](http://www.tennis.com.au/tournaments/fed-cup/fed-cup-foundation)

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