

Media Release

Chiefs of Staff, News Directors

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Support for the Tassie devil at Festivale

Festivale patrons will be able to indulge with good conscience this weekend with four stall holders supporting the Save the Tasmanian Devil Appeal.

Hartz mineral water, Pagan Cider, Leaning Church Vineyard and Sweet-As lollies have all been long-time supporters of the Devil Appeal and have helped raised the profile and funds to help combat the devastating Devil Facial Tumour Disease (DFTD).

Festivale will be held tonight (**February 13**), Saturday and Sunday in Launceston's City Park and among the 70 food and beverage stalls there will be the four Devil Appeal supporters who will donate money towards helping the iconic Tasmanian marsupial.

Pagan Cider has even produced a special 50-litre brew dedicated to the endangered animal called "Dirty Devil", which will be served out of a stainless steel fermenter at the Pagan Cider stand.

"It's not your standard Pagan Cider, it's a fully fermented scrumpy-style drink – a very traditional, rough, homestyle cider made without the use of any modern advancements," said Pagan Cider co-founder Harry Moses.

"In fact it's had to contend with all the stresses of the natural environment, just like the devils."

"I like to drink it 50/50 with some standard apple cider for a sweeter taste, and Festivale patrons will be able to tailor-make their cider on site by doing the same for their preferred dryness or sweetness.

"We're happy to donate a gold coin from every Dirty Devil cider sold this weekend to the Appeal and hopefully that will go some way towards securing a future for the animal."

Save the Tasmanian Devil Appeal manager Rebecca Cuthill said that there have been some outstanding successes thanks to public and corporate donations in the past few years, including the establishment of a secure Insurance population of more than 600 devils, maintained in parks and zoos across Australia and also research and development into a possible vaccine through the University of Tasmania's Menzies Institute for Medical Research.

"On-going support offered by Tasmanian businesses will allow us to consolidate on this success and to better understand the disease and the Appeal uses money raised to support a variety of cutting-edge projects," she said.

The Save the Tassie Devil Appeal is the philanthropic arm of the Save the Tasmanian Devil Program, coordinated by the University of Tasmania Foundation.

For more information go to www.tassiedevil.com.au or call Rebecca Cuthill on 0408 012 048.

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