

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Crunch time: Gourmet biscuit maker helps save the Tasmanian Devil

A Tasmanian gourmet biscuit producer will donate 100 per cent of their profits to help save the endangered Tasmanian Devil.

The proceeds of Hobart-based business, Biscottelli, could generate more than \$40,000 annually for the Save the Tasmanian Devil Appeal which raises funds that support research to combat the fatal Devil Facial Tumour Disease (DFTD).

Biscottelli owner Chris Scott today joined the University's Senior Scientist with the Save the Tasmanian Devil Program, Professor Hamish McCallum, and other UTAS representatives at a launch at the Hill St Grocer, West Hobart, to announce the generous donation.

Ms Scott said the goal was to provide \$40,000 to the appeal at the end of the first fundraising year. She said her decision to throw her support behind the Save the Tasmanian Devil Program and Appeal was influenced by three inspirational people.

"I've been lucky to work for three incredible women – Anita Roddick, of the Body Shop, Jan Cameron, of Kathmandu, and Joan Masterman, of Freycinet Experience – whose contributions to social and environmental issues have had a profound effect on me, especially when it comes to business ethics," she said.

Ms Scott firmly believes that it's not just big business that has the power to make a difference.

"Organisations can make significant contributions, but individuals can be just as effective in raising awareness for worthy causes.

"A few people have asked how we can possibly donate 100 per cent of our profits, but I want this business to become the business of the Tasmanian Devil; an investment in the future."

Prof McCallum said the funds would be allocated across a range of scientific research projects to help save the devil.

"This is an extraordinary act of unconditional generosity," said Prof McCallum.

"Donations to the Appeal are critical to support investigations into DFTD, and the ongoing Biscottelli donation will considerably help this cause."

The Biscottelli range is available at gourmet food outlets across Tasmania including Hill St Grocer, Lipscombe Larder, RAW and the Salad Bowl. Biscottelli's best-selling product is a decadent chocolate biscuit, coincidentally called *Horny Little Devils*.

For more information, a full list of stockists or to make a donation to the Save the Tasmanian Devil Appeal, visit: www.tassiedevil.com.au

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