

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Mad Max to abseil Peverata Falls for Tassie Devils

Tasmania's Max Moller is like a local combination of legendary animal lover Steve Irwin, action man Bear Grylls and wildlife photographer Steve Parish.

So those who know him are not fazed when he says he's going to launch himself off the top of the State's tallest waterfall to raise money for the Save the Tasmanian Devil Appeal and capture every moment on camera.

Peverata Falls in the Snug Tiers is virtually in the backyard of his Margate home and on **Saturday 13 October**, Max will abseil 114m to the bottom carrying a Save the Tasmanian Devil Appeal banner that the whole world will see.

Cameras on Max's head, arm and positioned above and below the falls will record every move and live footage and comments on the plight of the State's iconic animal, which is battling Devil Facial Tumour Disease, will stream live over the internet.

Amazing images of the waterfall circulating widely could also be a bonus for local tourism.

The wildlife filmmaker and adventurer is a former special forces army officer who 15 years ago swapped weapons for a camera and moved to Tasmania.

Max spends his days hiking, rafting and climbing to remote areas collecting footage of endangered animals and interesting natural areas, with his work having appeared in National Geographic magazine and a David Attenborough documentary.

More recently he's been filming for British movie producer, actor and extreme fisherman Robson Green.

Max said that he is passionate about helping raise awareness of the plight of the Tasmania Devils.



“They run around my house and I dread thinking about a day when I could no longer hear their crazy growls of a night time,” he said.

“I’m calling on local businesses and individuals to sponsor me \$100 per metre of the abseil and every cent will go directly to the appeal.”

Supporters are being asked to go to the appeal’s official website www.tassiedevil.com.au, click on the Save The Tasmanian Devil Program Appeal icon at the top of the page and fill out the donation form choosing Max Moller Abseil in the ‘inspiration’ field.

Administered by the University of Tasmania Foundation, The Save the Tasmanian Devil Appeal is the official fundraising entity for the Save the Tasmanian Devil Program, directing funds to Australia’s national response to DFTD.

MEDIA OPPORTUNITIES

Wednesday 12 September: Max will give an abseiling demonstration on rock walls in Salamanca Place, Hobart. Media can meet him at the water fountain at 10am. Also present will be UTAS Foundation representatives and Trev the Dev, a larger-than-life puppet by the creator of “Agro” Gary Rhodes.

Saturday 13 October: On the day of the fundraising abseil Max will take any interested media from his home to the top of the falls in his 4WD at around 10am and return them to their vehicles around noon. Contact Max on max@maxmoller.tv to make arrangements. It is a 2.5 to 3-hour walk to the bottom of the falls and publicity shots will be available the following day if needed.

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