



Redimix Media Release

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“Mrs Mac” mixes it up in the fight against Breast Cancer

When James McDonald of Redimix Concrete needed a new Mack agitator truck for the well known Tamworth business, he saw an opportunity to do something special; “why not paint it Breast Cancer Pink and use it as a fundraiser?”

“I am sure my business partners Brian and Bruce initially thought I had lost the plot, but after some thought they agreed whole heartedly that this was a great concept and a great cause. We made a commitment when we started the business that we would do whatever we could to give back to our community and here was another opportunity to add to our list of worthy recipients.”

“I wanted to do something to raise awareness and funds for breast cancer and so I selected our local support group, the Serendipity Committee, I had a meeting with them and they were overwhelmed to be a part of our program” James said.

“The number of Australians diagnosed with breast cancer each year is alarming – more than 13,000 people were diagnosed in 2012 – the statistics in Tamworth alone are just staggering”.

“My own mother has had breast cancer, and just recently, the wife of one of our employees was diagnosed with breast cancer so it has touched me very closely.”

“ I have called the truck “Mrs Mac” in honour of mum.”

Joining the 8 sister trucks in the Redimix fleet, James McDonald is confident their new bright pink Mack Metroliner 8 x 4 Concrete Agitator truck will brighten the streets of Tamworth and the hearts of people affected by breast cancer.

“When the guys at Mack Trucks manufacturing facility in Wacol Brisbane found out why I wanted a bright pink truck, they all responded in the most amazing way from the management right through to the production line, the Mack staff were just great, it was a real challenge to have this colour introduced when the truck was about to hit the assembly line. Management immediately wanted to know how they could contribute to this great cause. Additional expenses for the special pink paint were waived along with other non-standard features that I wanted on this truck, Mack Trucks generosity is certainly well received. The Mack guy’s code named the truck “The Pink Panther” as it weaved its way through the production line bringing many a smile to the faces of the workers.”

JT Fossey Truck Sales will host an official handover of the custom truck at 10am on Monday, August 26th, at JT Fossey Trucks sales in Tamworth, and Mr McDonald said this would be a special moment. “The local MP, members of the Serendipity Committee, local press, along with Mack Trucks representatives will be present and we will also use this as a launch of our campaign” John Saint, JT Fossey’s truck division manager, said he was proud to turn someone’s dream into a reality, and to help a client to support a charity.

“Painting the truck pink was an unusual request, but we love a challenge here at JT Fossey, and so does the Mack Truck team,” Mr Saint said. “We were all humbled to learn the reason behind the request and we cannot wait to see Mr McDonald’s reaction when we hand the Mack truck over.

“I have no doubt it’ll be a great method of raising awareness and supporting a local charity, as well as doing the job of a normal Mack truck and transporting loads of concrete throughout the Tamworth district.”

James said Redimix has pledged a donation of \$1.50 for every cubic metre delivered by “Mrs Mac” to the local Serendipity Committee. “These people do an amazing job of raising funds to purchase new equipment and to give much needed support to Breast Cancer sufferers in the Tamworth area.”

“It will also be a moving billboard for breast cancer awareness and a travelling tribute for breast cancer sufferers and there will be opportunities for our suppliers and customers to get involved with this program. She will be hard to miss with her number plates to be DON8TE!!”

“I’ve seen what this insidious disease does to families – it takes over and turns lives upside down – and I know that the money this truck raises and the message it spreads can help those families.”

James added that his own experience of losing a family member to cancer made him passionate about helping people affected by the disease.

“I lost my dad to Hodgkin’s disease when I was 12, and now that particular strain of cancer can be successfully treated, we live in hope that one day there will also be a cure for breast cancer. It requires huge funding to carry out research and to provide treatment for these diseases and the staff and management at Redimix are humbled but delighted to contribute in some small way”. He said.

Mack Trucks is part of Volvo Group Australia Pty Ltd (VGA), which is a member of the Volvo Group. The First Mack trucks arrived in Australia in 1919 and they have been proudly built in their Queensland factory since 1963. Today, Mack has grown to become one of the largest heavy-duty truck suppliers in Australia.

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To pledge a donation or to become a part of the Redimix Concrete

Fundraising program please email ; info@redimixconcrete.com.au

Or call James McDonald on 0408 479178. Updates on fundraising targets

Will be posted on our website ; www.redimixconcrete.com.au