



MEDIA RELEASE
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Turn your feedback into cash for children's charity this Christmas!

Truelocal.com.au wants you to **Rant and Rave** all the way 'till Christmas to support one of Australia's most respected charities - **Variety**.

Truelocal.com.au, Australia's definitive local business search directory has launched a new initiative that can help you earn money for children's charity, **Variety**, just for telling us what you think about local businesses!

To celebrate the recently launched Ratings and Reviews service, truelocal will donate \$1.00 to Variety for every review submitted to the site – to help transform the lives of some of Australia's very special kids this Christmas.

Reviews can be based on any of the businesses currently listed on the site - from cafes and restaurants to plumbers and electricians. All you have to do is register for free on the site to begin reviewing. The more reviews published, the more money truelocal will hand over before Christmas.

Variety delivers vital support to our sick, disabled and disadvantaged children across Australia. Wheelchairs, humidicribs, Sunshine Coaches, vocal output devices, wheelchair swings and prosthetic limbs are just some of the examples of the urgently needed equipment Variety funds. Variety also gives grants to children's hospitals and organisations.

But it's not just Variety that will win this Christmas! While you'll be earning money for charity with every review published, you could also bag yourself a pretty amazing Christmas present in the with the truelocal **Rant and Rave** Christmas Promotion!

On offer is an amazing sleigh full of prizes including iPods, LCD Televisions, Playstation 3 console, Wish Gift Cards and a range of money-can't-buy experiences. The more reviews you write, the more eligible you are to win - so log on to www.truelocal.com.au and start reviewing!

For more information please contact Adam Cubito or Mike Maurice at Zing
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Notes to Editors

truelocal.com.au is part of the News Digital Media network and is considered one of Australia's fastest growing online business directories. Since the launch of truelocal.com.au in February 2006, the site has continued to grow from strength to strength. Currently the site features over 1.3 million listings and delivers local results by relevance - rather than paid listings. The site was designed to make it easier than ever to connect consumers with local businesses. Search local, get local on truelocal.com.au