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# Business CONFIDENTIAL

MOVERS, SHAKERS, PROMOTIONS & EVENTS IN SOUTH AUSTRALIA

## Smashing a Bash best

**A**DAM Internet managing director Scott Hicks isn't afraid to crack the whip to round up support for the Variety Club Bash.

Last year, the company raised \$104,000 for the children's charity – the highest amount that year for a first-time entrant in SA.

Mr Hicks said he hoped Adam Internet would be able to exceed that total for the Variety Club's 20th anniversary in SA this year.

"Raising that much money in our first year of participation was a terrific achievement," he said. "But this year – with the help of our customers, staff and

business partners – we aim to smash the record."

To raise money the company will hold three themed movie nights at Wallis Cinemas, Piccadilly.

"The Adams Family" gala fundraiser dinner at Sfera's Park Suites and Convention Centre on Friday, June 13 will also contribute to the Bash, while the company's 75,000 customers have been invited to add a \$2 tax deductible donation to their monthly internet account.

The 2008 SA Variety Bash starts at Mawson Lakes on Saturday, August 16 and finishes at The Parade, Norwood on Saturday, August 23.



**DETERMINED:** Scott Hicks aims to whip last year's record.

THE ATTENTION YOU DESERVE