

## MEDIA RELEASE

29 January 2007

### **MEET CHRISSIE HYNDE, SCORE SIGNED PRETENDERS MEMORABILIA AND HELP ABUSED ANIMALS!**

Which New Zealand fan will get up close and personal with one of the greatest female rock legends in the world?

It's being billed on TradeMe as an awesome once-in-a-lifetime experience for any Pretenders fan and it's all to help abused animals in New Zealand!

So what's the offer? You will score a personally autographed one-off t-shirt, enjoy an almighty rock concert in Auckland and meet an ultimate rock chick legend. You will be personally handed the signed t-shirt by Chrissie Hynde herself.

This unique opportunity has been organised by the national animal advocacy organisation SAFE and is supported by Chrissie Hynde, a known animal rights campaigner.

SAFE marketing manager Amanda Sorrensen said today:

"We are delighted to have Chrissie Hynde supporting SAFE. Chrissie Hynde is a passionate animal rights advocate who is opposed to cruelty to animals. She is also a staunch vegetarian, which is why the signed t-shirt on offer on TradeMe has a fitting, yet humorous message. The shirt reads 'Craving fresh meat? Lick a vegetarian!'"

Ms Hynde held the t-shirt on stage at the Christchurch concert during their last New Zealand tour.

"We hope the auction goes extremely well. It's an awesome offer where everyone wins, including the animals! SAFE will use the funds to actively campaign against the cruel treatment of factory farmed animals in New Zealand," says Ms Sorrensen.

**The TradeMe offer closes at before 3pm Monday, 5 February.**



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