



25th

**Annual General Meeting
& Industry Conference**

**ALICE SPRINGS | 2009
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Media release

Elle's undies help cattlemen raise \$27,000 for fire victims

April 3, 2009

Lingerie donated by Elle McPherson has gone under the hammer on the edge of the Simpson Desert as part of a Northern Territory Cattlemen's Association auction to raise money for Victoria's bushfire victims.

Australia's most famous body had been looking for a way to contribute to the fundraising appeal and when a friend from the NT suggested she donate some items from her underwear line to the NTCA's bushfire appeal auction, she jumped at the chance.

Elle's undies and a swag of other items were auctioned at the annual NT Cattlemen's dinner on Friday, March 27, 2009, at Ooraminna Station, south of Alice Springs.

The auction raised \$27,070 for the appeal with the lingerie going for \$650 to Northern Territory administrator, the Hon. Tom Pauling.

"Celebrations invariably include reflections and as the strengths and achievements of Territory pastoralists over the past quarter of a century were documented, thoughts turned to less fortunate fellow Australians," auction organiser Terry Underwood, of Riveren Station, said.

"Fabulous Australian super model, actress, philanthropist and business woman, Elle Macpherson, was delighted to support our cause.

"Elle's exquisite lingerie and body products commanded instant attention and spirited bidding. The highest bidder for the luxury package was His Honour Tom Pauling AO QC, Administrator of the Northern Territory.

"How appropriate that our first lady, Tessa Pauling, became the owner of these exclusive goods."

The highest bid was \$8200 for a Di-croco handbag by Viv Oldfield, who donated it back to the auction, and it sold again for \$5000 to Brooke Hartley. A framed print of Nicole Kidman and Hugh Jackman on the set of Australia sold to Patrick Underwood for \$6250.

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