



Media opportunity

For Immediate Use

1st June 2009

LOCALS INVITED TO TUCK INTO A TASTY K'BAB AND RAISE MONEY FOR THE CHILDREN'S HOSPITAL AT WESTMEAD

WHAT: Castle Hill's favourite K'Bab™ and Wrap King, Ali Baba, is celebrating its 1st Birthday with a week of fundraising activities to raise money for The Children's Hospital at Westmead.

From Monday June 15th Ali Baba is launching a special promotion where 50 cents from every regular K'Bab™ purchased will be donated to the hospital. Locals are invited to visit the store for the chance to join in the fun and festivities and have their photo taken with a giant-sized Ali Baba mascot handing out balloons!

A spokesperson for The Children's Hospital at Westmead says: "We are so excited to be linking up with Ali Baba Castle Towers for its 1st Birthday celebration. All the money raised will go towards much needed funds for the hospital and help to improve the lives of many of our young patients. We encourage everyone in the local area to enjoy one of Ali Baba's delicious K'Babs™ and help us raise as much money as possible!"

WHEN: From 15th to 21st June, 9:00am – 5:00pm

WHERE: Ali Baba, Level 3 Food Court Shop 470, Castle Towers Shopping Centre, 6-14 Castle Street Castle Hill NSW 2154

WHY: Ali Baba is celebrating 30 years since it first opened its doors in Australia with parties at each one of its stores. Since it opened in March 1979 Ali Baba has sold over 30 million K'Babs™ & Wraps to customers across Australia and is now the largest franchise of its kind in the country!

The secret behind Ali Baba's success lies in its ability to turn traditional ingredients and recipes into a menu suitable for the Australian market that is big on taste yet low in fat. 100% Australian-owned, all Ali Baba K'Babs™, Grilled Wraps and Low Fat Bowls are freshly made to order and are available with a choice of beef, lamb, chicken (from Australian farmers) or falafel and an assortment of delicious, nutritious sauces.

For further information or a photo opportunity please contact:

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