



## **PRESS RELEASE - EFFECTIVE IMMEDIATELY – 19<sup>th</sup> June 2012**

### **DEALING WITH DESTINY RAFFLE PRIZE WINNER!**

On the 1<sup>st</sup> September 2011, HOYTS cinemas released the highly anticipated Independent Australian film "Dealing With Destiny", throughout various locations across Australia. From this release, Blue Pie Productions and the makers of "Dealing With Destiny" worked together to raise money for the much needed funding of Variety Australia, an organization who work towards the provision of benefits for children born with serious illnesses and disabilities.

Blue Pie is proud to announce that our CEO, Damien Reilly, recently presented 'Betsy' the car, to the winner of the Variety Raffle Prize. According to David Small, CEO, of Variety, the combined proceeds of the money raised throughout the raffle from both film and box office ticket sales, in addition to the donation made from retailers such as Coles and Woolworths, has raised close to \$10,000.

In our last press release regarding our work with Variety, David Small, CEO of the organization, extended some kind words of gratitude to Blue Pie and "Dealing With Destiny", in which he was quoted to say: *" I would like to extend our deep thanks to you and the teams at Blue Pie and the marketing team at Dealing With Destiny for the non stop support you have shown Variety. Your ongoing support in helping us to raise much needed funding for Australian children born with serious illness and disability. Without the kindness and generosity from companies such as Blue Pie and Dalifey Films, Variety - the Children's Charity, would be unable to provide the special care we believe is not only valuable but vital for those children affected by illness or disability."*

Below you will see an image of Blue Pie CEO, Damien Reilly, presenting the winner of the raffle with 'Betsy' the car.



We are looking forward to working alongside projects such as "Dealing With Destiny" in response to the need of organizations like Variety in the future. To find out more about Dealing With Destiny and the work that Variety does, please check out their websites:

[www.dealingwithdestiny.com](http://www.dealingwithdestiny.com)

[www.variety.org.au](http://www.variety.org.au)

**ABOUT BLUE PIE THE RECORD LABEL:**

[www.bluepierecords.com](http://www.bluepierecords.com)

Blue Pie, the record label, is one of Australia's leading independent labels. The label has a wide and diverse range of alliances, global partnerships and proprietary technology that we make available to all our artists, labels and content partners. These relationships combined with our technology, systems and infrastructure allow our artists and labels to reach new and exciting fan bases and markets globally. **Blue Pie is proud to represent over 80 labels and over 1300 artists worldwide.**

**Blue Pie's artists include:**

*Bleek, The Devyl Nellys, Dale Bozzio, Dave Sharp, Serge Ermoll (ARIA Winner), Tony Hatch (Grammy Winner), Gordon Chambers (Grammy Winner), Janice Marie (Grammy Winner) Dave Evans (AC/DC), The Yeehaa Boys, Star Ship, John Enghauser, Evolution Eden, JP Ranger, Burning the Day, Sarah Saunders, the bLEED, Barry Crocker, Gordon Waller, Sheva, MLU, Dino Jag, and The Judes and to name a few.*

**Blue Pie's label roster includes:**

- Elektrik Blue Records USA (Blue Pie Label)
- Blue Pie USA (Blue Pie Label)
- Prime Records USA
- No Borders Records USA
- Reality Entertainment (For Australian and New Zealand)
- Globalev World Music
- Deluxe Records (Michael Browning's Label)
- Pride Music
- Subsonic Records
- Petrophonic Records
- + Over 65 others. See our website for details.

***Search on 'blue pie' in Google for more information.***

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