



Volkswagen – supporting the IHC from Cape Reinga to the Bluff

Volkswagen New Zealand is proudly supporting the IHC Calf & Rural Scheme. The sponsorship, which started in late 2011, has been extended for a further three years.

Volkswagen will be supplying the Calf & Rural Scheme team with two brand new Amarok utes that will travel across rural New Zealand, attending calf sale events and visiting farmers and transporters.

Volkswagen and IHC have enjoyed a long-standing commercial relationship. IHC use a large volume of Volkswagen's commercial models, namely the Caddy and Transporter, in their work to support local communities.



The IHC Calf & Rural Scheme combines the efforts and generosity of farmers with one of New Zealand's largest rural supply company PGG Wrightson to raise funds for New Zealanders with an intellectual disability. Launched in 1984, the scheme encourages farmers to donate a weaned farm animal which is then sold, with all proceeds going to IHC. The scheme contributes enormously to IHC – more than 5,500 calves are donated annually raising approximately \$1.5m.

This year IHC is celebrating 30 years of the very successful Calf & Rural Scheme. "The generous support from sponsors like Volkswagen and our donors means we can help all people with intellectual disabilities throughout the country with a wide variety of initiatives," says IHC National Manager Fundraising Development Adele Blackwood.

Adele is thrilled to have Volkswagen's continued support; "For the past three years we have had the pleasure of using two Volkswagen Tiguan's. To now have the use of an even more practical vehicle – the Amarok Ute – especially when visiting farmers and stockyards, is a real privilege."



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“The money raised goes towards many things, such as providing free information and resources through our library, help with education, health and legal rights through our advocacy team and coordinating friendships and skill based-learning through our volunteer programme. So if someone is living in an isolated part of New Zealand – IHC can still be there to help” says Blackwood.

Tom Ruddenklau, Volkswagen General Manager, says Volkswagen is especially pleased to be supporting the rural community and IHC.

“Since the first Volkswagen arrived on our shores 60 years ago we have been driving Kiwis the length and breadth of the country”.



“Our support of the IHC Calf & Rural Scheme helps us give back to the rural community and supplying two Amarok utes for the team certainly helps them get out and about from Bluff to Cape Reinga,” he says.

End.

To find out more about Volkswagen, its 60th Anniversary, and to view the “Peoples Film” visit www.volkswagen.co.nz or contact one of our 16 Volkswagen dealerships nationwide for a test drive.

For more details on the IHC visit www.ihc.co.nz

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The international Volkswagen Media Services website can be found at www.volkswagen-media-services.com. Here you can download various press releases and high-resolution images. **Please also contact Alana Hutt for any extra imagery required.**

Registration for accredited media is free.

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