

# EJ, a Driving Force in Vital Community Support



Photography: Car 40 and attendant EJ support truck

Every year, a procession of intrepid adventurers piloting souped-up, old rattle-trap cars take to the back of beyond on the Annual Queensland Variety Club Bash. They wind their way through out-of-the way country towns, over dirt bush roads, thrashing their machines to within an inch of their lives, all to benefit disadvantaged country kids.

Known as the Children's Charity, Variety helps children and their families with much needed financial support for things like specialist equipment, therapy, and medical supplies, when they can't afford it, and when government assistance isn't available.

The Bash this year, will traverse some pretty rough, testing country on its route from Gladstone to Townsville, from August 22 to August 31, stopping in back-block towns along the way, entertaining and thrilling the kids, and raising hundreds of thousands of dollars along the way.

The original and best Variety Bash was started in 1985 by entrepreneur Dick Smith who took otherwise city drivers to outback Bourke, NSW, and up to Burketown, Queensland, raising over \$250,000 for country kids enroute.

As a solid community citizen, EJ is, this year, joint-sponsoring Bash Car 40, as well as providing the essential back-up unit, complete with a crew of eager mechanics. As sponsors, the EJ logo has been emblazoned on the sides of both Car 40 and the rescue truck.

Not only has EJ jumped behind the wheel of Bash Car 40 to benefit this amazing charity, we have reached out and helped to improve the communities in which we live and work. Over 2018, EJ in the Asia Pacific region, has participated in Clean Up Australia, the Salvation Army Red Shield Appeal launch and now, sponsorship in the Variety Club's annual Bash.

Seeing the joy and thrills on the faces of kids in bush towns, communities that we work in, is highly rewarding for our team. This year, we have distributed fun promotional stickers and made friends with all and sundry in these isolated townships.

Getting aboard the Bash is just another example of how EJ is community minded in many ways. Another long term initiative that offers clear evidence of our commitment to the wider global community includes how daily, we recycle thousands of tonnes of post-consumer material into new, useful 'second-life' products.

The team at EJ is driven in its goal to protect the local and global environments in which we live and work. For more information, contact your local EJ team or call 07 3216 5000.