



Att Sales & Marketing Manager

**URGENT GIVE-AWAY REQUEST**  
**ASIAN TSUNAMI APPEAL - eBay TRAVEL AUCTION CAMPAIGN.**

Dear Sir / Madam,

Accom.Com.Au Pty Ltd operates a number of travel & tourism websites, including [www.accom.com.au](http://www.accom.com.au) and [www.frogandtoad.com.au](http://www.frogandtoad.com.au) (which has been online since 1999, and generates over 2.5 million hits per month, putting it amongst the top 10% of visited websites throughout the world).

Given the recent catastrophic and heartbreaking events throughout the Asian region, we have established an online fundraising event, raising much needed financial assistance for ongoing disaster relief efforts throughout the affected Asian region. Clearly such relief will be required for many weeks, if not months or years to come.

The economies in many of these affected regions in the past have been largely reliant on tourism expenditure - not just in hotels and resorts, but local markets and shops, fisheries and other industries reliant on tourist dollars, which is why we originally felt compelled to initiate this grassroots campaign on their behalf as news of the catastrophe unfolded.

Since 3 January 2005, we have been conducting and managing a series of online charity travel auctions on eBay. **In our first week alone - and before many of the auction items had closed - we had raised close to \$1,000 from bids received for products and items donated by Swiss Grand Hotel Bondi Beach, Couran Cove Island Resort, Manly Oceanworld, Sydney Boulevard Hotel, Sydney NightCat Tours, Coogee Bay Boutique Hotel, HotelClub and more. New items are being added to the auction on a daily basis.**

**Funds raised from this ongoing auction campaign are being donated to World Vision to assist in their ongoing efforts in aid and relief following this enormous human tragedy.**

**We are therefore urgently seeking your assistance by donating items or products that can be auctioned on eBay, with the express purpose of raising funds to help those disadvantaged by the recent earthquake and tsunami disaster.**

We have been in contact with Paul O'Mahoney of World Vision, and they are quite excited to be involved and provide their support and assistance to this fundraising campaign.

We are also continuing to approach major media outlets, PR and advertising companies to assist in building the public profile for this fundraising campaign, and have already received coverage in a number of local media outlets. If you are able to assist in this area, it would be greatly appreciated.

At this stage, our plan is to continue this auction on an ongoing basis, as it is clear that financial aid for the rebuilding process in devastated areas will be required for some time

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**- AWARD WINNING TRAVEL & TOURISM WEBSITES -**

**Accom.Com.Au Pty Ltd**

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to come. We therefore appreciate any assistance you are able to provide to our campaign.

In an effort to remain transparent and accountable in our conduct of this campaign, each supplier and the item they have donated will be listed on our appeal site <<http://www.accom.com.au/appeal>>, linking directly to the auction item on eBay. Information on the closing date for each auction item, as well as the winning bid received for the item will also be posted on our site. Each eBay auction listing will feature a description / overview of the supplier and the item donated, will include up to 5 photos, as well as a link to the suppliers' website so that bidders can seek out more information online if they require. Each listed auction will run for either a 5, 7 or 10 day duration.

In return for your donation, and as our way of saying thanks for your assistance in this fundraising effort, Accom.Com.Au Pty Ltd will feature your business for 12 months free\* on our own travel & tourism websites, [www.accom.com.au](http://www.accom.com.au) and [www.frogandtoad.com.au](http://www.frogandtoad.com.au). These sites in themselves generate over 3,000,000 hits per month from over 50,000 visitors who are looking for travel, tourism and leisure products and information.

All enquiries and bookings which are generated from this free listing will be forwarded directly to your business. We do not ask for commission or referral liabilities for any direct enquiries which originate from our sites.

**Any assistance that you may be able to provide in donating vouchers or items that we are able to auction on eBay to raise funds for disaster relief would be greatly appreciated. Subsequently, if you are in a position to be able to approach other tourism industry partners and create value added packages or combinations of products and services that we can auction as major fundraising items, it would make our fundraising efforts that much easier.**

I am sure that you can appreciate that, given the magnitude of events that have unfolded throughout the Asian region, your urgent assistance is required so that we can continue an effective fundraising campaign. Thank you for your time and consideration, and I look forward to receiving your donation, so that, as an industry, we can make a difference and help those desperately in need of assistance at this time.

In the meantime, should you have any questions or if I can be of further assistance, please do not hesitate to contact myself via email at [mhalloran@accom.com.au](mailto:mhalloran@accom.com.au) or via mobile on 0425 344 124.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Matt Halloran'.

Matt Halloran.  
Managing Director.

\* Featured listings are for a period of 12 months, and there is no obligation to renew. There are no hidden catches - it's just our way of saying thanks for your donation. Accom.Com.Au Pty Ltd will provide the URL(s) where your listing may be located upon publication.

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